

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

DECEMBER 15, 1952



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EASON'S GREETINGS

And our Best Wishes for another prosperous year.

Prospects for the coming year are again very bright. Retail demand continues to be very strong at favorable prices, and our industry is not plagued by serious surpluses. Operating continues to be difficult and costly, but that situation can be handled when demand and prices are at their proper levels.

Good-quality Roses are again in short supply, but with adequate stocks available in most other Ornamentals, Perennials, Bulbs and Fruits your sales volume and net profit earnings can be readily maintained by the aggressive merchandising of these available items. Our Spring Wholesale Trade List will again quote attractively low prices on hundreds of items which are in strong demand.

I and my co-workers here at Mount Arbor thank you for your business and wish you and yours a Happy Christmas and the best of health and good cheer all the New Year.

George Welch President



Mount Arbor Nurseries
Shenandoah, Iowa

"One of America's Foremost Nurseries"

Since 1875

AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. XCVI No. 12

DECEMBER 15, 1952

Founded 1904

With which was merged 1939

THE NATIONAL NURSERYMAN

Established 1893

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Published on the

first and fifteenth

of each month by the

AMERICAN NURSERYMAN
PUBLISHING COMPANY

343 South Dearborn Street,

Chicago 4, Illinois.

Telephone: WAbash 2-9011

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Subscription Price:

\$4.00 per year; outside

United States, \$5.00;

Single Copies, 20c.

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Advertising Rates

on application.

Forms close fifteen days

before date of issue.

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Entered as second-class matter
December 14, 1933, at Chicago,
Ill., under act of March 3, 1879.

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THIS is the rose-growing paradise of the world . . . the famous mountain valley area of Hemet, California. No other area in the United States offers more ideal rose-growing conditions. Extremely rich soil, ample irrigation facilities, plus a growing season that is hot, make rosebushes thrive under the desert sun. However, the winters are cold. This temperature change is actually a test of the hardiness of the bush. That's why we call them "Seasoned Rosebushes" . . . they will grow everywhere!

The quality of our stock is becoming increasingly

popular with nurserymen in every state. They report that customers choose "Howards of Hemet" rosebushes first . . . they sell themselves!

Each year our entire stock is allocated to old customers. Last year thanks to perfectly ideal growing conditions we were able to supply a few new customers. We hope to do the same this year.

Regardless of whether you buy from us or not, drop us a note. We would like to have your name on our mailing list to receive literature of special interest to nurserymen.

HOWARDS *of* HEMET

"Seasoned Rosebushes"

Trade Mark

PATENTED AND NON-PATENTED ROSEBUSHES FOR THE WHOLESALE TRADE
HOWARD ROSE COMPANY • BOX 1345 • HEMET • CALIFORNIA

AMERICAN NURSERYMAN

F. R. KILNER, *Editor and Publisher*
Kenneth A. Brent, *Managing Editor*

Editorial

Merry Christmas

The approach of the joyous yule season gives reason for a glance at the year past as one of the most eventful and prosperous periods experienced by nurserymen of the present generation.

Accompanying the continued high pace of home building, the business of nurserymen has attained increased volume, with prospects for similar record proportions in the year ahead.

Variation in the degree of prosperity from section to section was caused, as usual, by the vagaries of the weather, which, however, brought no disastrous losses anywhere.

Political change and its exhilarating stimulus to business generally provide additional reason for satisfaction in the outlook, so that the industry celebrates Christmas with the fullest good cheer.

Reflecting the progress and prosperity of the industry, the American Nurseryman reached new high records in the past year, and in acknowledgment of the aid and participation of its readers, the staff wishes to all the merriest of Christmas Greetings!

COST ACCOUNTING

Disclosures of unprofitable items and operations made by the cost accounting systems followed in some nurseries have led to closer attention to this subject. The statement seems fair that all nurseries producing a considerable volume of stock will in time adopt such systems, though they may vary in their intensity and accuracy.

The small nursery is not excluded by its size from use of such a system. Its efficacy depends upon the owner's care in maintenance of cost records.

Variation is apparent today in the knowledge shown by the owners of small nurseries as to the production costs of their stock. Some operators seem to know or care little as to their own production costs, and their pricing is guided by reference to their competitors' catalogs. But others have an uncanny knack of sizing up their various crops in their respective contribution to profits. The result is shown not so much in pricing as in the decision to grow or not to grow certain crops. Certainly it is shrewder

The Mirror of the Trade

to buy an item that can be purchased for a lower price than it can be grown, if it is of about the same quality.

The methods of these shrewd operators are of interest to other owners of small nurseries, but their description cannot be set down as can the cost accounting systems of the large firms. In some cases a good memory or a fondness for figures is the answer, or a combination of the two. Some owners know their own processes so closely that a correlation of production with cost comes easily to them.

For the owner who does not have these highly desirable but rather indescribable talents, there are ways to a solution. Assuming that normally complete financial books of account are maintained, such owner may keep a supplementary nursery record, either in the form of a diary or as a crop record. There the dates of planting and harvest can be noted, as well as weather influences, stands of seedlings, grade counts, etc. This latter material some of the shrewd operators mentioned above carry in their heads. Not much time need be taken to put the data in a record book which will help the ascertainment of costs, roughly but usefully, in a small nursery.

BAD-DEBT DEDUCTIONS

While their income tax returns are not due until three months later, nurserymen who report on a calendar year basis should scrutinize their ledgers now for bad debts and worthless loans which may be charged off against the current year's income.

One of the rules most strictly enforced by the income tax bureau is that a deduction for bad debts and worthless loans is permitted to be claimed only in the year in which the debt or loan becomes worthless and uncollectable.

Some businessmen have been careless in this regard, permitting old accounts to remain on their books, even though recognized as uncollectable, with the intention of using them to offset the profits in a more prosperous year. When that year comes, they learn to their sorrow, the deduction is not allowed. If the evidence shows the debt or loan was actually worthless three years before, no claim for refund will be allowed, and the advantage of deduction for tax purposes will be lost altogether.

There are no set rules by which the worthlessness of a debt may be established. Usually the established practices of a business firm will be recognized. But if deductions on this account are relatively few, they should be supported by proof that the debt or loan claimed as worthless actually became so in the year of its deduction. If accounts are turned over to an attorney or collection agency for legal action, there is some evidence of worthlessness. But accounts merely charged off the books without other action, except in cases of bankruptcy and the like, should be evidenced as worthless, and as becoming worthless in the year in which the deduction is claimed.

As a practical test, the federal tax court recently suggested that a taxpayer submit, as part of his bad-debt claim, proof that the debt or loan had some value at the beginning of the year.

Firms which follow the advice of accountants and charge off delinquent accounts according to an accepted schedule will not likely meet any difficulty in the recognition of their tax deductions. But those that are negligent or overoptimistic in their handling of past-due indebtedness may find inattention to the rules mentioned above a costly matter at a future tax collection date.

TREES SENT TO JAPAN FOR "FOREST OF PEACE"

Approximately 135 small trees have been shipped by air to Japan by the American Association of Nurserymen in cooperation with the trees and parking division of the District of Columbia to help establish a "Forest of Peace," at Tokyo. The trees consist of those native to the United States, including dogwood, oak, maple, sweet gum, pine and numerous other species.

The trees are being shipped from several nations at the request of the Japanese government.

The following firms and organizations contributed to the American shipment:

J. H. Small & Sons, Washington, D. C.; Rock Creek Nurseries, Rockville, Md.; A. Gude Sons Co., Rockville, Md.; Cedar Hill Cemetery, Suitland, Md.; National Arboretum, United States Department of Agriculture, Washington, D. C., and department of forests and parks, state of Maryland, Harmon, Md.

At right, the three "deans" of holly culture in the United States. Left to right, Elizabeth White, Whitesbog, N. J.; Dr. H. Harold Hume, Gainesville, Fla., and Wilfrid Wheeler, Falmouth, Mass. The three, whose long-time interest in holly is noteworthy, attended the fall meeting of the Holly Society of America.



Eventful Meeting for Holly Society

By Harry W. Dengler

Perfect fall weather, plus attractive surroundings, contributed much to the success of the Holly Society of America's 11th semiannual meeting. Over 100 members from Pennsylvania, Maryland, New York, Delaware, New Jersey, Virginia, North and South Carolina, Massachusetts, Florida and the District of Columbia assembled in the early afternoon of November 13 on the spacious grounds of the Morris Arboretum, Philadelphia, Pa. The num-

ber present represented an even one third of the society's membership.

The group was called to order by the secretary, Harry W. Dengler, extension forester, University of Maryland extension service, College Park, Md., and plans for the afternoon were outlined. Unfortunately, Dr. J. R. Schramm, director of the arboretum, had to attend a meeting of the American Philosophical Society, of which he is secretary, and was unable to be present. Dr. Hui-

Lin Li, of the arboretum staff, welcomed the group on behalf of Dr. Schramm and expressed the hope that the society's visit would be a pleasant, profitable and interesting one. Dr. Li, Dr. David Hammond and Margaret Lancaster, all of the Morris Arboretum staff, then conducted a tour of the grounds.

Many Fine Hollies Seen

John T. Morris and his sister, Lydia T. Morris, began at Philadelphia in 1887 the development of a suburban home. Deeply interested in ornamental horticulture, Mr. Morris over the years assembled outstanding collections of native and exotic species of trees and shrubs. Through personal visits to China and Japan, through support of expeditions to the Far East and through other wide contacts, the Morris collections became extensive. As the enterprise grew, additional land was acquired until the area reached its present extent of 170 acres. After her brother's death, Miss Morris continued with the project. Upon her death this distinguished estate became, in 1932, by the terms of Miss Morris' will, the Morris Arboretum of the University of Pennsylvania.

The collection of hollies at the arboretum was impressive. All told there were 25 distinct holly species. The English holly group included 45 varieties; the opaca group, 91 varieties; the cornuta and the crenata groups were represented with 10 varieties each. The trees ranged in size

[Continued on page 54]



Officials of the Holly Society of America examine some holly specimens during the fall meeting of the society, held at the Morris Arboretum, Philadelphia, November 13 and 14. Left to right are C. R. Wolf, Millville, N. J., president; Daniel Fenton, Millville, N. J., trustee; Mrs. C. A. Young, Jr., Baltimore, Md., trustee; Maynard Fulton, Harrisburg, Pa., trustee; Charles A. Young, Jr., Baltimore, Md., trustee, and Harry W. Dengler, College Park, Md., secretary-treasurer.

Maintaining the Dignity and Solvency of the Industry

Realistic Pricing Policies Needed

By John J. Pinney

Are you having trouble obtaining enough help to run your nursery business? I mean good, efficient help that takes an interest in the business. Are you finding it harder and harder to make a profit in the face of increasing wages, employee indifference, decreased efficiency, mounting cost of packing materials, higher freight, express and parcel-post rates; confiscatory taxes, and increasing government interference?

If your answer is in the affirmative you probably are among the majority. Everywhere in the industry one hears complaints about the increasing difficulty of making money. Volume may be up, but profits are smaller. One of the largest nurserymen in the country, one whose business was established more than 80 years ago, told me that during the past season his volume was the largest it had ever been, but his net profit was much less than it had been with smaller volume.

Few Young Men Attracted

Perhaps one of the most significant symptoms of whatever ails the nursery business is the fact that fewer and fewer young men are being attracted to it. If a young man invests in a 4-year college education and spends another three or four years learning the practical side of the nursery business, he has a right to expect remuneration comparable to that of the young man who puts in the same amount of time training for one of the professions such as law, medicine, pharmacy, engineering and

Here is an article of importance, written by a man who believes intensely in the present and the future of the nursery industry. His views are shared, as evidenced from time to time in the editorial columns, by the editors of the American Nurseryman.

In his text, the author cites the need of accurate cost determination as one factor in the establishment of realistic selling prices for the products of nurseries. Expanding on this premise, an exposition of the methods and results of one nursery's cost-accounting system appeared in the December 1, 1952, issue of this magazine. The previous article and the present one together offer a sound basic discussion of the hows and whys of progress in a vital phase of the industry.

business administration. But in the nursery business it seldom works out that way. Small wonder that ambitious youngsters turn to other vocations that pay bigger dividends.

You all know how difficult it is to hire men who are capable of budding or grafting or who are even interested in learning how. When it comes to all-around skilled propagators there are only a handful in the country, not nearly enough to supply the demand. The many advertisements for plant propagators in the trade papers bear witness to this.

This country has no apprentice system to train them, and the universities which offer courses in plant propagation report that few young men enroll.

Because of the rapid turnover of labor in the industry, nurserymen are faced with the problem of constantly training new men in the minor skills of trimming shade trees, suckering fruit trees, shearing evergreens, balling specimen stock, etc.

Thirty years ago the wages of the day laborer in the nursery business were pitifully low. In some sections it was only 25 cents per hour (my memory goes back to the still earlier period when a man got only \$1.50 for working 10 hours in a nursery). Nine and 10-hour days were common, and 6-day weeks were the rule. In the 1930's the first federal legislation was passed putting a floor under wages; a minimum of 35 cents per hour, I believe, was applied to all businesses operating interstate, including nurseries. The minimum was raised a time or two until now it is 75 cents. This probably will be raised again before long.

Today's Labor Problems

Today the nurseryman who can hire day laborers for 75 cents an hour is indeed fortunate. In the middle west the minimum is nearer \$1.25 per hour, and in the east, \$1.50. Even these wages are too low to enable nurserymen to compete with other industries. So-called defense industries have sprung up all over the country, employing many thousands

| | 1921 | 1922 | 1923 | 1924 | 1925 | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | SPRING 1933 | 1933 | 1934 |
|-------------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|----------------|------|------|
| Althaea, 2 to 3 ft. | 20 | 20 | 17½ | 17½ | 17½ | 17½ | 15 | 15 | 15 | 10 | 10 | 8 | 5 | 8 | 10 |
| Barberry, 18 to 24 ins. | 20 | 25 | 25 | 15 | 15 | 12 | 12 | 12½ | 12½ | 12 | 10 | 8½ | 7½ | 10 | 10 |
| Crape Myrtle, 2 to 3 ft. | 30 | 30 | 35 | 35 | 30 | 35 | 30 | 30 | 20 | 15 | 15 | 20 | 15 | 20 | 22½ |
| Spiraea Vanhouttei, 3 to 4 ft. | 20 | 17½ | 17½ | 17½ | 20 | 17½ | 16 | 17½ | 17½ | 20 | 12½ | 8 | 8 | 8 | 10 |
| Amur North Privet, 2 to 3 ft. | 15 | 10 | 8½ | 7½ | 8 | 9 | 7 | 7 | 7 | 6½ | 4½ | 2¼ | — | 3½ | 5 |
| California Privet, 2 to 3 ft. | 5 | 5 | 4 | 3½ | 4½ | 3½ | 3 | 4 | 3 | 3 | 3 | 2¼ | 2 | 2½ | 3½ |
| Hybrid Tea Roses, No. 1 | 45 | 40 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 25 | 15 | 15 | 15 | 25 |

Wholesale Unit Prices of Some Items as Listed in Catalogs of Chase Nursery Co., Chase, Ala. All Prices as of Fall

of men and women. Many operate on a cost-plus basis so that the wage paid the poorest, unskilled laborer is oftentimes higher than the nurseryman can afford to pay.

One New England nurseryman runs buses into nearby cities to pick up bums and derelicts because they are all he can obtain. He pays them off in cash every night and rehires them the next morning if they want to work again. A nursery in the Chicago area goes to the skid row employment agencies to find its men. It tries to keep them at least a week by providing a camp at the nursery where they can eat and sleep.

In some sections nurserymen have established camps to house imported labor. In fact, some of these nurseries report they would not have been able to operate in recent years without these laborers from Jamaica, Puerto Rico and Mexico. Even though the wage scale may not be high, such labor is not cheap because of the cost of housing, transportation and other expenses involved.

One reason for the shortage of labor is the great increase of men and women in government employ. In the executive branch of the federal government the number of employees has increased 320 per cent in the past 20 years, which is 10 times the rate of increase in private employment. As of April, 1952, the aggregate number of persons in the employ of local, state and federal government, not including armed forces, was 6,921,000. Someone figured out if these workers were lined up two and one-half feet apart the line would reach from Boston to San Francisco.

So, in spite of the fact that wages in the nursery business have increased 300 to 400 per cent in the past 30 years, the labor problem for nurserymen grows steadily worse. I think it is safe to say that labor constitutes

a major part of the cost of producing nursery stock. Consequently it is important for nurserymen to operate efficiently.

Because nurserymen cannot compete in the labor market, industry is draining off all but the poorest workers. Left with only the dregs, nurserymen find it impossible to run their businesses economically. The lower the efficiency, the higher the operating costs. The higher the operating costs, the lower the profit. The lower the profit, the less able is the nurseryman to pay higher wages. It looks like a vicious circle.

Material Costs Rise

That is not a pretty picture, is it? But that is not all, by any means. Everything that you use in your business has increased in cost within the past few years, some of it sharply. You pay more for your burlap, paper, nails, lumber, moss, shingle tow, twine, tools, tractors, implements, trucks and cars. I was talking to one of the larger eastern nurserymen a few months ago. He breaks his expenses down into 40 different classifications. During the past year every one of these expenses showed an increase. Labor was up about 15 per cent, and the over-all increase was about 10 per cent. Remember all that increase came about in one year.

Those of you who are in the mail-order business know that parcel-post rates have gone up greatly in recent years. There has also been a sharp increase in freight rates, 15 per cent in fact. On some supplies that we buy the freight is now about twice the value of the merchandise. Express rates are almost prohibitive. One effect of the increased cost of transportation will be to cut down on the territory that a nurseryman can serve profitably.

It is costing you more to sell your

products, no matter what method you use. Printing costs are up, advertising rates have been increased and salesmen's salaries and commissions are the highest ever.

Let us not forget taxes. Of course Uncle Sam and the county treasurer will not let us do that, but I mean for the purposes of this discussion. If your taxes are not becoming higher all the time, either you have an inside track with the assessor or you forgot to include some items in your tax returns. All taxes, real estate, personal property, income and excise, are increasing right along, and there is not much hope of immediate relief in sight. These higher taxes add to your cost of doing business.

Perhaps you heard about the nurseryman who walked into the local office of the internal revenue bureau, looked around, smiled at everyone and sat down.

"What can I do for you?" asked the collector.

"Oh, nothing, nothing at all, thank you. I just wanted to meet the people I'm working for."

What Is the Answer?

What is to be done about all this? Lack of common and skilled labor, hesitancy on the part of young men to go into the nursery business, reduced profits because of increased costs of labor and supplies, greater transportation expense and higher taxes? I would not be so presumptuous as to say that I know the answer, but I have been in the nursery business a long time, and I have thought much about the problem. I shall tell you what I think, and you can take it for what it is worth.

We must receive more for our products and our services. I believe the answer is as simple as that, but how to accomplish this is not so simple. First and foremost we must put

[Continued on page 36.]

| | 1934 | 1935 | 1936 | 1937 | 1938 | 1939 | 1940 | 1941 | 1942 | 1943 | 1944 | 1945 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1933 | | | | | | | | | | | | | | | | | | |
| 8 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 12 | 12½ | — | 25 | 30 | 35 | 22½ | 22½ | 22½ | 30 |
| 10 | 10 | 10 | 10 | 15 | 9 | 9 | 9 | 9 | 9 | 15 | — | — | — | — | 25 | 25 | 32½ | 30 |
| 20 | 22½ | 20 | 25 | 20 | 20 | 20 | 20 | 20 | 22½ | 25 | 30 | 40 | 45 | 40 | 30 | 35 | 35 | 35 |
| 8 | 10 | 12½ | 15 | 12½ | 12½ | 12½ | 12½ | 12½ | 12½ | 15 | — | 27½ | 30 | — | 30 | 25 | 25 | 30 |
| 3½ | 5 | 6½ | 7½ | 6 | 4½ | 4½ | 5 | 4¾ | 6¼ | 7½ | — | — | — | — | 7½ | 6½ | 8 | 12¼ |
| 2½ | 3½ | 2½ | 3½ | 4 | 3¾ | 3¾ | 4½ | 4¾ | 3½ | 6½ | 5 | 9 | 6½ | 7 | 7½ | 6½ | 8 | 10 |
| 15 | 25 | 22½ | 25 | 25 | 20 | 20 | 20 | 22½ | 20 | 35 | 60 | 60 | — | 45 | 45 | — | 45 | 50 |

Increase in Autumn Sales

Although reactions are somewhat mixed, the consensus among nurserymen throughout the country seems to be that sales for the autumn of 1952 were greater than those of the corresponding period in 1951. Statements on the subject were received in response to a survey conducted by the American Nurseryman to determine to what extent, if any, the interest of the public in fall planting had increased.

Participants in the survey were asked if their gains in fall sales were larger or smaller than the gains in spring sales for 1952 over 1951, and which items gained the most or moved best. They were also asked if they made any effort to push autumn planting, and how this was done. The comments are published herewith in alphabetical order by nursery name.

Normal Sales Increase

George A. Amidon, Amidon's Cash Nursery, Denver, Colo., states, "Our increase of sales this autumn is about normal, the percentage of gain being about the same as we experienced in the spring of 1952 over the spring of 1951. We had expected a decrease rather than a gain, inasmuch as an election year is usually considered a time of uncertainty. This year, however, proved to be an exception to the rule.

"Evergreens, such as junipers, spruce, firs, etc., were more in demand than deciduous stock and rightly so since they are a distinct asset during the winter months when shrubs and trees shed their leaves and flowers and have less appeal than during the spring planting season. However, we did sell a number of almost complete plantings including such things as deciduous trees and shrubs, bulbs, perennials, etc.

"By following simple precautionary measures, such as protecting the roots from drying, watering thoroughly, giving our customers specific instructions as to winter care, etc., we have had and hope to continue to have successful fall planting seasons."

Retail Up, Wholesale Down

Norman J. Scott, manager, Brookdale-Kingsway Nurseries, Bowmanville, Ont., Canada, states that retail sales for that firm have increased considerably this fall.

"On the other hand," continues Mr. Scott, "Our wholesale business is down more than it should be. Whether the nurserymen experienced

a bad winter for storing last year, or whether money is just a little bit tighter, we do not know, but our wholesale business is down and the retail business is up. We do not handle bulbs, confining our efforts entirely to the sale of perennials, deciduous nursery stock and evergreens.

"In Canada it would seem that more people are taking advantage of fall planting because during the month of September and October we do have some fine weather and, although the urge for planting may not be so great in the fall as it is in the spring, the householder evidently feels that he can plant under more favorable working conditions. We do

notice that each fall people are asking for their orders earlier.

"It is also interesting to note that our retail book sales are up over that of last year. This is encouraging, especially in the mail-order business. We cannot single out any one item which is more popular than any other for fall planting. We are making a decided effort to increase our fall sales because it gives us money to carry over into the spring without having to resort to bank loans.

"It does cost more, however, to process an order for fall than it does for spring delivery, because fall orders are dug individually, whereas, for spring, practically all the stock is in the storage cellars.

"We do believe that with proper advertising, almost as much business

[Continued on page 45.]

Horticultural Council Holds Congress

The American Horticultural Council held its seventh congress at the John Bartram hotel, Philadelphia, November 6 to 8, at which time it adopted a reorganization plan providing for a board of governors representing member organizations. The council elected 10 delegates at large to the newly created board, which will be increased as member organizations name their delegates.

The delegates at large to the board of governors for the coming year are Francis Coulter, Dr. S. L. Emsweller, Carl Fenninger, Paul Frese, Gretchen Harshbarger, Dr. Joseph Howland, Dr. L. H. MacDaniels, Robert Roland, Dr. Henry T. Skinner and Dr. Cynthia Westcott.

Secretary Richard P. White of the American Association of Nurserymen was named to the board of directors, and six directors re-elected were Dr. Clement G. Bowers, Dr. Wendell H. Camp, Dr. R. Milton Carleton, Dr. Albert J. Irving, E. L. D. Seymour and Jesse Strauss.

Intense interest was shown in a panel discussion of "Ethics in Horticultural Advertising," at which President Peter J. Cascio, of the A. A. N.; R. M. Carleton, of Vaughan's Seed Co.; Edward H. Scanlon, shade tree commissioner of Cleveland, O.; Clarence E. Lewis, of the Long Island Agricultural and Technical Institute, Farmingdale, N. Y.; H. T. Skinner, director of National Arboretum, and G. H. M. Lawrence, director of the Bailey Hortorium at Cornell University, Ithaca, N. Y., were the speakers, with Mrs. Helen M. Hull, past president of the National Council of State Garden Clubs, as moderator.

The council then voted to cooperate with the A. A. N. in developing and disseminating a code of standards for horticultural advertising and to consider the compilation and publication of a list of common plant names for the guidance of advertisers and writers in the field.

At another session Dr. Camp and Dr. Bowers reported on the international horticultural congress held at London, England, last summer and explained the proposed international code of nomenclature for cultivated plants, which was endorsed by the nomenclature commission and representatives of approximately 25 societies. It will be given a practical trial between now and the next international horticultural congress.

New Officers

During the informal annual dinner, Retiring President Camp introduced the new officers elected by the board of directors as follows: President, Mrs. Lewis N. Hull; vice-presidents, Dr. J. Franklin Styer and Norvell Gillespie; secretary-treasurer, Dr. George H. M. Lawrence, and auditor, Dr. E. K. Thomas, secretary of the Rhode Island Horticultural Society, who, after the dinner, showed and described excellent Kodachrome slides taken during his 12 weeks in the gardens in the British isles and continental Europe last summer. For the coming year, Dr. Camp will head the nomenclature commission and Mr. Gillespie, Dr. Carleton and Dr. L. H. MacDaniels, of Cornell University, will cooperate with the secretary in producing a monthly bulletin of current horticultural and council news.

Landscaping Plan Creates Sales

By Martin Deane Wickett

Initiated two years ago, the co-operative landscaping plan idea met with immediate success and has since become an important part of the landscaping division of Capital Nursery, Sacramento, Calif. Perhaps the most important aspects of the plan, from the nurseryman's viewpoint, are the good will engendered in the customer, who in turn tends to become something of a salesman for the nursery's landscape work, and the added volume of work that the plan produces.

The plan itself is simple. As the title implies, it is "cooperative" between the customer and the nursery. The homeowner lays out his plot plan and home on the graph to scale and answers pertinent questions pertaining to his desires. If possible, pictures of the home are obtained as an aid to the landscape designer.

The plan is then completed on the same graph, carrying out the expressed wishes of the customer, while applying sound landscape design principles. Attached to the finished job is a key sheet, showing both botanical and common names of the material specified on the plan. Seldom does a customer suggest further revision. Usually he is amazed at the scope of the plan and eager to get it in operation.

Live Prospect Created

When the plan is returned to the customer, he immediately becomes a live prospect for a landscape job. An experienced salesman, calling on the homeowner, can quote prices on the complete job or a portion of it. He can point out the simplicity of financing under FHA Title I and the minimum monthly expense involved, plus the advantage of having the work done as a unit for immediate enjoyment and usefulness. The prospect is not often difficult to sell.

A percentage of the customers, of course, prefer to do their own work, sometimes for the economy, frequently for the personal satisfaction derived. This homeowner nearly always follows by purchasing his materials from the nursery where the plan was obtained.

The fee for the cooperative landscape plan at Capital Nursery is \$10, low enough that anyone can afford it. When the prospect has his completed plan, that amount is credited to his landscape job if he elects to

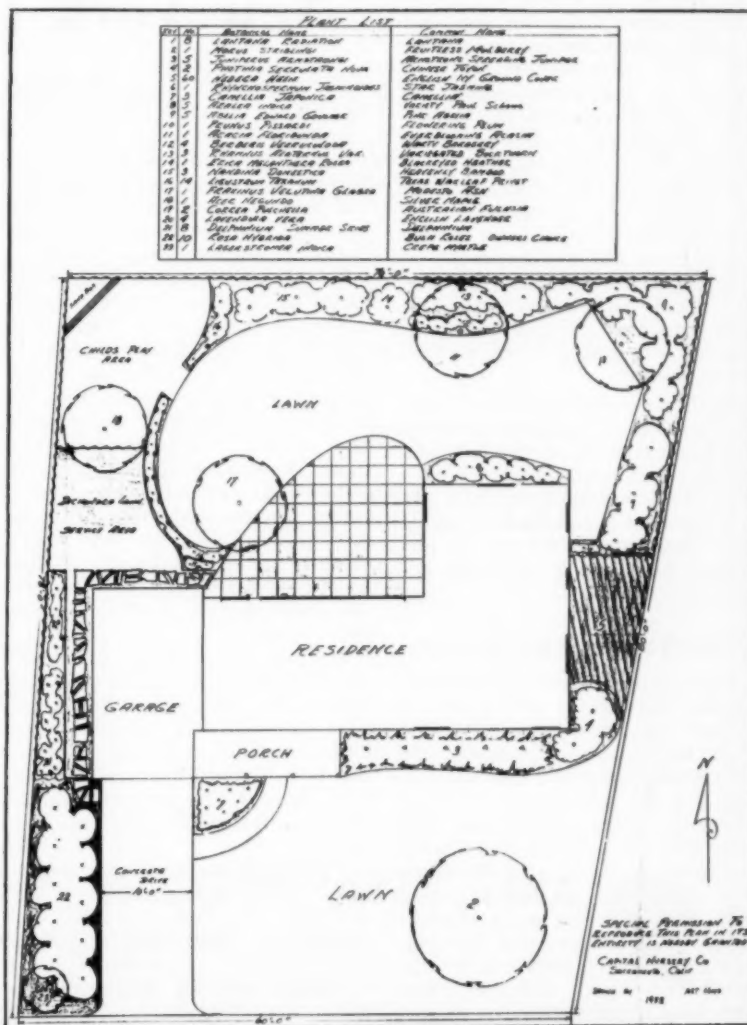
have the work done. If, however, he does the work himself, he is given a form on which to keep track of his expenditures. When this amount reaches \$100, he is credited with the \$10 the plan originally cost him. This goes a long way toward encouraging continued purchases from the nursery and usually cements the customer relationship on a permanent basis.

Gratifying Results

Some interesting and gratifying results occur from the application of the plan. One young couple came in looking for advice on planting a half-dozen shrubs in front of their home.

After a cooperative plan was completed, they had the entire lot landscaped at a cost of over \$300 (the lawns were already in), financing the job under FHA and in turn being instrumental in producing several other landscape clients in the same neighborhood.

A young doctor and his wife built a new home in a good district. They had their own gardener who had done their work for some time, but had a cooperative landscape plan made. They have been developing the property for nearly a year now, following the plan to the letter and purchasing all of the material at the nursery. The material alone has



Landscaping Plan and Key Sheet, Made from Customer's Sketch.

amounted to several hundred dollars in sales.

To initiate the idea, Capital Nursery ran moderate-size advertisements for a few insertions. The response was good, and since then the plan has, with the assistance of the retail sales staff, virtually advertised itself. Naturally, there are seasonal variations in landscaping interest, but requests for the plan arrive by mail and in person at the nursery regularly, although there has been little advertising on it for more than a year. This past season, Capital ran a couple of advertisements during the quiet summer months to bridge the spring-fall interest natural to landscaping work in this area.

Designed for City Lot

The Capital cooperative landscape plan was designed particularly for the standard-size city lot. It has been used for properties ranging upward to about a quarter acre, but its application is not encouraged for these larger homesites. It has been applied to brand-new homes, to homes partially planted and to outright relandscaping jobs and has worked effectively in each instance.

The chief difficulty is the occasional customer who, overcome by his own creative efforts in laying out the plot plan on the graph, decides to work in ink and adds much unnecessary detail. Occasionally these require a tracing. The form, when reprinted, will specify clearly the use of pencil only.

In all, the cooperative plan as applied by Capital in the Sacramento area has been both an effective sales tool and a good-will builder. With a clever landscape designer, who can turn them out in minimum time, the plans should prove effective for any nursery featuring a landscape department.

ARIZONA NURSERY SURVEY

Practices and operating results of Arizona nurserymen will be documented in a survey being conducted by the University of Arizona's bureau of business research. The information is being solicited by means of questionnaires sent to the state's nurseries and will be kept confidential, according to Dr. Lauren W. Casaday, director of the university bureau. By maintaining secrecy the university hopes to secure a true picture of practices employed by the state's nurserymen and the results they have obtained through varying methods of operations, Dr. Casaday said.



The "Plant America" program was stressed in this informal garden scene showing the beauty and satisfaction that can be attained in an "outdoor living room." The garden display was constructed by students for the sixth annual fall festival, held at the New York State Agricultural and Technical Institute, at Alfred, N. Y., November 12 and 13.

New York Fall Festival

By Robert J. Kessler

An informal garden scene was the central theme in the gymnasium exhibit at the sixth annual fall festival, held November 12 and 13, at the New York State Agricultural and Technical Institute, Alfred, N. Y.

Exhibits and demonstrations were staged by 22 major departments of instruction on the theme, "Advancement Through Technical Training." The exhibits and displays were planned and constructed by the students to show the work of the institute.

The floriculture division featured the informal garden scene, and those students whose major interest is in the nursery-landscape field constructed the garden using the "Plant America" theme and showing the advantages and beauty of an outdoor living room.

A terrace surfaced with hardwood trunk cross-section pieces attracted a great deal of interest and comment from more than 3,000 visitors to the 2-day festival. A small running brook and pool were included to the right of the garden, and a curving wall of native stone enclosed a portion of the terrace.

The setting of plant materials featured the rhododendron group and included maximum, catawba and Carolina rhododendrons, mountain laurel, mountain andromeda, and drooping leucothoe. Young Scotch pines, gray birches, hemlocks and native ferns were also used in the display. A rustic bench and table

were used on the terrace along with hetzi junipers, with sweet alyssum and ageratum spotted between them at the base of the terrace side of the stone wall. A few clumps of St. John's-Fire salvia emphasized the entrance to the garden scene.

The division's greenhouses were open to the guests of the institute, and a display was also set up in the gymnasium showing foliage and flowering plants for the home.

Flowers and fashions were displayed by the retail flower shop students, who used a series of three window displays with mannequins to illustrate the wearing of flowers for evening, daytime and for sportswear.

Other divisions of the institute sponsored exhibits covering many fields of industry and agriculture.

The festival was climaxed by the harvest ball, November 14, which featured a "Harvest U. S. A." theme. The gymnasium was decked in appropriate autumn materials, and the bandstand was decorated using junipers, yews and pyramidal arbovitae in a foundation planting.

Perhaps the greatest satisfaction was derived from the interest and enthusiasm of the guests in the garden display. Judging from the questions asked and the compliments received by the students who built the display, the "Plant America" program is definitely continuing as a major factor in making the public more and more plant and beauty conscious.

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is a traditional sentiment expressed at Christmastime. We share this feeling, grateful for the Good Will so many of you have displayed toward our Company in 1952, and extend to one and all our wish for a very Merry Christmas and a Peaceful and Prosperous New Year.



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Plant Notes Here and There

By C. W. Wood

War has one blessing, I thought, when a soldier friend in the Far East sent me a few seeds marked "the smallest astilbe I have ever seen." I thought then, and it was confirmed later, that this must be the rarest and tiniest of astilbes, *A. glaberrima saxatilis*, confined to one or two small islands in the Japanese archipelago. Two plants resulted from the adventure — two little, scrawny things, like a miniature *A. simplicifolia*, that were never happy in this cruel climate and were finally sent to a friend in the more congenial climate of Virginia. I had thought to report on them after they had become thoroughly established and had shown what they could do in that temperate section, but I had word recently that they had passed out of the picture this past summer, perhaps because of drought, while the gardener was away from home. So all that I can say is based on what transpired here. I have gone into these details to establish a background for the few words there are to say about the plant.

When I say that it looks like a miniature *A. simplicifolia*, that will tell experienced growers to look for little, deeply cut leaves, but that is as far as the resemblance goes, for, instead of the white stars of *simplicifolia*, we find flowers of a peculiar shade of pink, pink with a bluish tinge being as near as I can come to it. A height of about three inches completes the picture. Certainly, it needs moisture and, judging from experience here, perhaps at least half shade.

Heron's-bills

A visit to a garden this summer where a large collection of *erodiums* is being assembled reminds me of the time when the heron's-bill fever ran high in this garden. The names attached to the plants also reminded me that confusion about the genus still remains in many quarters. The collection mentioned contains a fine lot of the section with finely divided leaves, where confusion seems worst. After I returned home, I went over the authorities and my own notes made when our collection was at its best, with the thought that a few remarks might be of interest to American Nurseryman readers. I find, though, that *E. cheilanthesifolium*, *E. trichomanesifolium*, *E. macradenum* and *E. guttatum* were

discussed some time ago; so we shall go on to what experienced gardeners sometimes call the ragtag section of the ferny-leaved kinds.

Confusion certainly reigns supreme here. Bailey makes some of the names synonymous, as did Farrer in his account of the genus in his "English Rock Garden." Some authorities make them varieties of *E. absinthoides*, and others give them specific rank. It is not for me, a mere gardener, to pass judgment on the questions involved, but it remains a fact that all the kinds in this section that I have grown or seen are good garden ornaments, often with downy or silvery leaves and, I believe, with branched stems.

So far as I have seen them and

remember now, there are no distinguishing marks in plants representing *E. absinthoides* and *E. sibthorpi-anum*, both having finely divided, silvery leaves and rosy-lilac flowers on 4 to 6-inch stems for close to five months following the start in May. Belonging close here, no doubt, is the plant known as *E. amanum*, a plant with gray, ferny leaves, though not so finely cut as the immediately preceding, and large, white flowers. It is spoken of in some European lists as being robust, but it seldom exceeded a height of six inches in our trials. Similar to the one just mentioned is a plant bearing the name of *E. leucanthum*, except that its leaves are more finely divided and the flowers are smaller. These Oriental spe-

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| Hopa. Pink flowers, tiny red fruits. Most popular. | | |
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| Niedzwetskyana (Red-vein Crab). Single red flowers, red fruit; bark and wood reddish. 40 feet. | | |
| 4 to 5 feet..... | 12.00 | 110.00 |
| 3 to 4 feet..... | 8.50 | 80.00 |
| 2 to 3 feet..... | 6.50 | 60.00 |
| Red Silver. Silver and red foliage. Crimson flowers, red fruit. 30 feet. | | |
| 4 to 5 feet..... | 12.00 | 110.00 |
| 3 to 4 feet..... | 8.50 | 80.00 |
| 2 to 3 feet..... | 6.50 | 60.00 |
| Scheideckeri. Flowers pale pink and semidouble. Yellow fruit. 25 feet. | | |
| 4 to 5 feet..... | 12.00 | 110.00 |
| 3 to 4 feet..... | 8.50 | 80.00 |
| Theifera. Pink flowers, oval-shaped tree. | | |
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| 3 to 4 feet..... | 8.50 | 80.00 |

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cies seem more intolerant of a wet soil than their European counterparts; consequently they must be given a perfectly drained spot, preferably one containing an abundance of limestone chips. That and a hot, sunny spot should make them permanent perennials in all parts of the country, from the hottest to the coldest.

Close to *E. absinthoides*, also, is the Spanish version, which is known in gardens as *E. supracanum*, differing only from the Oriental plant in being more dwarf (rarely, if ever, over three inches tall, according to our experience) and having more finely divided leaves. Another, *E. supradenum*, is spoken of as being a bright ornament with its pale pink flowers with blotches of near purple and its green, ferny leaves, powdered with silver. Of that I cannot say, because nothing that I have ever grown from seeds marked *E. supradenum* has even suggested such a description. It is said to be a hybrid between *E. supracanum* and *E. macradenum*, and that may account for the variation in its children.

Also belonging to the group with branched flower stems is my favorite of all the heron's-bills, *E. chrysanthum*. Like most of the genus, it varies not a little when grown from seeds, running all the way from plain green to the loveliest of silvered filigree, always, though, built on a delicate, ferny pattern. The flower color also varies some, as it has grown here, confining itself to pale cream to soft primrose and intervening shades. Obtain a heavily silvered plant with primrose flowers and you have the high mark in heron's-bills, as I see these matters.

The heron's-bills are an interesting family to the plant student and hold great possibilities for gardeners in this country of trying climates. If I were running a retail nursery, I should make it my business to investigate the subject thoroughly.

Musk

In the course of an investigation of the literature on *Mimulus moschatus*, musk, I came upon an idea advanced in Salisbury's "The Living Garden" that will bear repeating, I think. In the book Salisbury expresses the opinion that the loss of odor in its flower indicates that two clones of the species formerly existed, one with scent and the other without. The strain possessing odor died out even in nature; so the plants we now know never had scent. It would be more correct, then, to say that scented musk has been lost rather than to say that musk has lost its scent. It all sounds reasonable, but it would be

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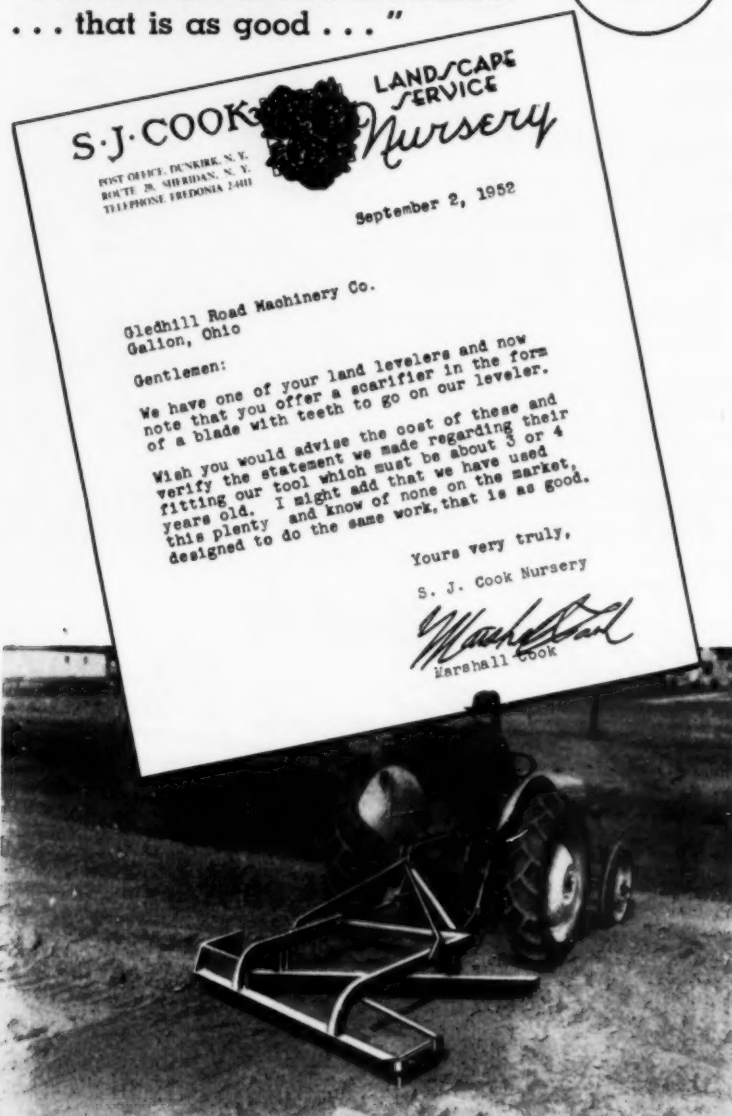
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interesting to know why the clone with odor died out.

Answering a Wisconsin reader's question on Korean chrysanthemums, I submit a few remarks on an all-too-brief experience. Generally speaking, they bloom too late for use in the open this far north (a notable exception: Summertime, which produces on established plants, from July onward, an abundance of single golden-yellow daisies), and the doubles, including the anemone type, are with a few exceptions (the only one to my positive knowledge: Korean Princess, with bronzy-red flowers and yellow cushions) too tender in this northern section. And even the one mentioned blooms too late (October 15) to be of much use in the open. It is my opinion that we of the north can, as matters now stand, ignore the Koreans until we are given kinds with an earlier flowering period; then, they can assume a place with the hardy asters in our September gardens, adding the yellows, golds, bronzes, salmons and oranges, which are missing in Michaelmas daisies.

A September Combination

I was so greatly impressed by a planting in an Ohio garden this fall that a note was made of the plants used, and this is now set down here with the hope that it may be of help to readers who plan and plant gardens. The planting, a section of a long border, was edged with clipped santolina, giving the picture a lovely gray frame. The accent plants were *Artemisia lactiflora*, evidently grown in the rich soil they deserve, for they towered above the accompanying *Lilium speciosum* and kept pace with some splendid specimens of *Thalictrum dipterocarpum*. Other plants in the association were practically all gray-leaved kinds, mostly centaureas and artemisias.

Oenothera Acaulis

Because of their inability to stand a northern winter, many evening primroses which are perennial plants by nature have to be used as annuals here. That is true of *Oenothera acaulis*, which is also sold under the name of *Oe. taraxacifolia* and is apparently the same as Burbank's America. Why it is called the dandelion-leaved evening primrose will be readily understood when one sees its long (six inches or more) dandelion-like leaves. Some of the literature speaks of it as being sprawling (*Hortus*, for instance, speaks of its "prostrate branches"), something it never was here, where we had to treat it as an annual. Its satiny

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- Taxus Cuspidata (spreading) (sold out)
- Taxus Hatfieldi

One-year transplants in:

- Forsythia Spring Glory (new)
- Juniperus Glauca Hetzi
- Magnolia Soulangeana (grown from cuttings)
- Regel's Privet (genuine) (sold out)

SALABLE STOCK

DDT-treated to be shipped outside Beetle Area.

Taxus Cuspidata (spreading)
18 to 24 ins.

Taxus Hatfieldi
18 to 24 ins.

Ask for complete list on LINERS and FINISHED STOCK. Your inspection is cordially invited at any time.

C. HOOGENDOORN

Turner Rd. NEWPORT, R. I.

flowers, to three inches across, seem to float on their slender tubes above the tuft of jagged leaves, white in color at first and then turning pink with age. The term "age" must not be taken too literally, because, like other evening primroses, the flowers are fugitive. Where hardy, it should be a perennial joy to its owner, though I suspect that it, like many of its kind, would be rather short-lived even there. In the north, it may, because it blooms the first year from early-sown seeds, be treated as an annual.

Autumn Color

Although somewhat short-lived, because of severe freezes before coloring became well-advanced, this was a brilliant fall in northern Michigan, and the oaks were still lovely as we went into November. It may be helpful to others who have to plan for a sequence of autumn colors to set down a brief schedule of their occurrence as observed in nurseries and gardens in the middle west:

Acer rubrum, red maple—One of the earliest to color; lasts well in dry falls like the one just past.

Acer palmatum, Japanese maple—Although we are too far north for extensive use of the Japanese maple, it is a brilliant fall ornament where it is coddled a bit. It is highly variable in its horticultural forms, but always desirable.

Berberis thunbergii, Japanese barberry—Has a grand red color which is long-lasting, the brilliant red fruits carrying the colorful effect far into the winter.

Cornus—Several of the dogwoods add color to the garden: The white fruits of *C. racemosa* and *C. asperifolia*, the bright red fruits of the bunchberry, *C. canadensis*, and the deep crimson of *C. kousa*.

Cotinus coggygria (*Rhus cotinus*), smoke tree—A small tree with long-lasting fall color. In fact its variety *atropurpurea* is colorful from the time its purplish leaves come in spring, through the season of purple, hairy panicles in summer, to a brilliant finale in autumn. Incidentally, the seldom-used native, *C. americana*, also shows good autumn color.

Oxydendrum arboreum, sourwood or sorrel tree—This native of eastern and southern states, which reaches 50 or 60 feet in height in the Appalachians, grows so slowly in the north that it could almost be treated as a shrub in one person's lifetime. In any case, its magnificent fall color is an outstanding feature of that season.

Euonymus alatus, winged spindle tree—This gives a pleasing carmine-

SPRING DELIVERY

| | Per 100 |
|--|----------|
| 100 <i>Prunus Subhirtella Pendula</i> , 2-yr., heavy | \$550.00 |
| 25 <i>Prunus Serrulata Pendula</i> , 2-yr., heavy | 550.00 |
| 50 <i>Prunus Serrulata Kwanzan</i> , 6 to 8 ft., br. | 500.00 |
| 10 <i>Prunus Serrulata Mt. Fuji</i> , 6 to 8 ft., br. | 500.00 |
| 10 <i>Prunus Serrulata Amanogawa</i> , 6 to 8 ft., br. | 500.00 |
| 50 <i>Laburnum Vossii</i> , 6 to 8 ft., br. | 500.00 |
| 50 <i>Hawthorn, Paul's Scarlet</i> , 7 to 8 ft., br. | 450.00 |
| 100 <i>Mahonia Aquifolium</i> , 18 to 24 ins. | 400.00 |
| 50 <i>Berberis Verruculosa</i> , 12 to 15 ins. | 300.00 |
| 30 <i>Azalea Rosiflora</i> , 12 to 15 ins. | 325.00 |
| 25 <i>Azalea Ward's Ruby</i> , 10 to 12 ins. | 300.00 |
| 100 <i>Maple Crimson King</i> , 7 to 8-ft. whips | 450.00 |
| 150 <i>Euonymus Radicans Variegatus</i> , 3-yr. | 75.00 |
| 50 <i>Sophora Japonica</i> , 2½ to 3 ft. | 100.00 |
| 50 <i>Rhododendron Dr. Dreselhuys</i> , 1-yr. grafts | 150.00 |

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pink color not obtainable from any other source that I know, and it holds its color over a long period.

Fothergilla monticola—One of several native shrubs, growing from Virginia southward, and hardy in the north. It gives us a brilliant though brief fall season.

Saxifraga Cymbalaria

An Ohio reader writes that he has heard about a yellow-flowered, annual saxifrage and asks for a note on it. I suspect that he refers to *Saxifraga cymbalaria*, a rare item which is usually to be found in European lists but seldom offered here. Two factors, beauty and rareness, should make it a good thing for the neighborhood grower who numbers seekers after the unusual among his clients.

Your experience with saxifrages, during which you lost sleep and acquired gray hairs because of the waywardness of the difficult kinds, may have prejudiced you against the entire clan. You can rest assured, however, that *S. cymbalaria* will give you little trouble if you have a moist spot for it. It is of somewhat trailing growth, with ivylike, trilobed leaves and yellow flowers during most of the summer. It grows readily from seeds and transplants without heavy losses if grown in small pots.

END KANSAS STATE NURSERY

When the Kansas State College decided in 1951 to discontinue the nursery it was operating at Hays, an effort was made in the legislature, that was in session at the time, to force its continuation. A resolution was passed by that body instructing the college to continue the nursery until 1953. At the same time another resolution was passed directing the legislative council, an official research body, to investigate the need for production and distribution of nursery stock in Kansas "because there was not enough commercially grown stock in the state and what there was would not grow."

The attorney general took care of the first resolution by rendering his opinion that the production and sale of nursery stock by the state were unconstitutional.

On October 13 of this year, the legislative council announced that "nursery stock can be amply supplied by commercial nurseries without the state resuming this function."

NEW nursery firm at Gadsden, Ala., is the Walthour Nursery & Landscaping Service.



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| Grown from seeds of our own collection. Parent trees exceptionally healthy, straight stems, holding good green color. | | | | | |
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| 2-yr., S., 4 to 8 ins.... | 7.00 | 35.00 | | | |
| 3-yr., S., 5 to 10 ins.... | 9.00 | 45.00 | | | |
| AUSTRIAN PINE | | | | | |
| 2-yr., S., 3 to 7 ins.... | 7.00 | 35.00 | | | |
| 3-yr., S., 8 to 16 ins.... | 11.00 | 55.00 | | | |
| WHITE PINE | | | | | |
| 2-yr., S., 2 to 6 ins.... | 4.00 | 20.00 | | | |
| 3-yr., S., 5 to 10 ins.... | 7.00 | 35.00 | | | |
| MUGHO PINE | | | | | |
| 2-yr., S., 2 to 3 ins.... | 5.00 | 25.00 | | | |
| 3-yr., S., 4 to 7 ins.... | 8.00 | 40.00 | | | |
| CONCOLOR FIR | | | | | |
| 2-yr., S., 3 to 6 ins.... | 11.00 | 55.00 | | | |
| 3-yr., S., 5 to 10 ins.... | 15.00 | 75.00 | | | |
| FRASER FIR | | | | | |
| 3-yr., S., 4 to 8 ins.... | 14.00 | 70.00 | | | |
| BALSAM, FIR | | | | | |
| 3-yr., S., 3 to 6 ins.... | 7.00 | 35.00 | | | |
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| 2-yr., S., 2 to 5 ins.... | 4.00 | 20.00 | | | |
| COLORADO BLUE SPRUCE | | | | | |
| (From hand-picked seeds) | | | | | |
| 2-yr., S., 2 to 4 ins.... | \$ 5.00 | \$25.00 | | | |
| 2-yr., S., 3 to 6 ins.... | 7.00 | 35.00 | | | |
| 3-yr., S., 5 to 10 ins.... | 11.00 | 55.00 | | | |
| NORWAY SPRUCE | | | | | |
| 2-yr., S., 5 to 10 ins.... | 7.00 | 35.00 | | | |
| 3-yr., S., 10 to 18 ins.... | 12.00 | 60.00 | | | |
| Fast-growing—note size | | | | | |
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| Mostly grafting size | | | | | |
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| 2-yr., S., 2 to 5 ins.... | 7.00 | 35.00 | | | |
| 3-yr., S., 8 to 14 ins.... | 17.00 | 85.00 | | | |
| AMERICAN ARBORVITAE | | | | | |
| 2-yr., S., 2 to 5 ins.... | 5.00 | 25.00 | | | |
| 4-yr., S., 6 to 12 ins.... | 10.00 | 50.00 | | | |
| CEDRUS ATLANTICA GLAUCA | | | | | |
| 2-yr., S., 6 to 12 ins.... | 17.00 | 85.00 | | | |
| JUNIPERUS VIRGINIANA | | | | | |
| 2-yr., S., 6 to 12 ins.... | 6.00 | 30.00 | | | |
| 4-yr., S., 12 to 20 ins.... | 8.00 | 40.00 | | | |
| NORWAY MAPLE | | | | | |
| 1-yr., S., 5 to 9 ins.... | 12.00 | 60.00 | | | |
| 2-yr., S., 10 to 24 ins.... | 20.00 | 100.00 | | | |
| WHITE DOGWOOD | | | | | |
| 1-yr., S., 5 to 10 ins.... | 9.00 | 45.00 | | | |
| BOX ELDER (Acer Negundo) | | | | | |
| 1-yr., S., 6 to 9 ins.... | 3.00 | 15.00 | | | |

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This Business of Ours

Reflections on the Progress and Problems of Nurserymen

By E. Sam Hemming

WINTER TRANSPLANTING

Winter transplanting, like summer transplanting, can be done by a considerable proportion of the nurserymen of the country to advantage. When used to the fullest possible extent, it helps overcome our labor shortage and to extend employment over a greater period.

In the extreme north, where heavy snows and frozen ground stay from fall to spring, there is little that can be done, and, in the extreme south, the main dormant season is in the winter when much of the planting is done. It is in the middle Atlantic area and in a similar isothermal belt across the country that winter transplanting can be done to the greatest advantage.

For instance, we are located (in Maryland) 1 degree Fahrenheit below the frost line, which means we have a mean average winter temperature just above freezing. That, of course, does not mean that it never freezes nor that it cannot get raw and cold; in fact, a cold wind blowing across Chesapeake Bay can make you think it is the Great lakes. It does mean, however, that between cold spells we have thaws and that only rarely does the ground stay frozen right through the winter. In an average winter, the ground will remain unfrozen about half the time even in January and February, and we have with increasing frequency done all sorts of landscape planting at that time, as well as planting at the nursery.

Plantings done at that time not only come through all right, but, as a visiting nurseryman remarked the other day, the plants seem to become established even better than those set out at other times of the year.

For many years, nurserymen have moved large plants in the middle of winter, even when the ground is frozen, feeling that the ease in handling a frozen ball outweighed any disadvantages; often, however, they looked on it as expedient rather than desirable, although even fairly tender plants can be moved then. I recall that when moving large boxwood was popular, we moved some in winter, even when it was so cold we could splash water on the planks to freeze and do without using rollers under the platform. I do not recall

any that failed to thrive. Boxwood is a notoriously sensitive plant to adverse weather, but it is drying winds that affect it, not cold.

Even small balled plants can be moved in winter, along with bare-rooted plants. About the only time it is unwise to plant in winter is when the ground is extremely wet and sticky and poorly drained, but under those conditions April planting is no better.

Our customers are becoming educated to winter transplanting, but

some of them still have unfounded fears. One customer held off an order for a month or so until spring came and then became a bit anxious about getting the work done; so it was done during weather much less favorable or pleasant than some of the weather in February.

Little plants like perennials should not be planted in midwinter, as they are more easily killed out; if they do not freeze, they lift (the freezing and thawing push them right out of the ground). Lifting is most serious in heavy, poorly drained soil. Loamy soil does not tend to lift plants so much. Yet one of the things that prompted this article was the planting of a couple of rows of strawberries in my own garden in early February. I should not have

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thought of doing that for a customer. Now they are growing fine.

We do have one rule in winter transplanting: We never dig anything that we do not expect to plant the same day. Nothing is left out of the ground over night to freeze, or what is more likely, to dry out before the ground thaws again. Plants handled in this way transplant well.

BOYD FIRM 65 YEARS OLD

The year 1952 represents the completion of 65 years of service to the nursery industry by the Boyd Nursery Co., McMinnville, Tenn. The nursery is now being operated by the third generation of the Boyd family to be associated with the business.

In 1887, J. H. H. Boyd, founder of the business, started gathering and selling tree seeds and shortly thereafter began gathering native trees and shrubs and growing them in the nursery. There were few schools at that time in the Cumberland mountains and little opportunity to attend; so his education was the result of his own efforts. His intimate and lifelong association with trees and plants, together with his interest in accurate information, made him a leader in the nursery industry. He died in 1924.

F. C. Boyd, son of the founder, followed in his father's footsteps and advised and trained his sons for the years ahead. In 1930, he purchased a farm just outside the city limits of McMinnville, where the Boyd Nursery Co. operated until 1948. With the expansion of the city of McMinnville in that year, it was decided to move the nursery five miles farther out, on Highway 55-A, and the old farm is being subdivided into building lots. A larger farm was purchased where the nursery's expansion program is still going forward. It was in 1948 that F. C. Boyd turned over the active operation of the nursery to his sons, although himself retaining the title of president. The sons are Henry N. Boyd, vice-president and manager; F. C. Boyd, Jr., treasurer, and Clark C. Boyd, secretary.

THOUSANDS of persons from all over Connecticut visited this year's annual chrysanthemum show at Bristol Nurseries, Inc., Bristol, Conn., according to local newspaper publicity.

HERMOSA NURSERIES, Farmington, N. M., have been awarded the contract to landscape the grounds of the San Juan Hospital, Inc., at Farmington.

GRAFTED STOCK For Spring, 1953, Delivery

| | Per 10 | Per 100 |
|---|--------|---------|
| <i>Acer palmatum atropurpureum</i> | \$7.50 | \$65.00 |
| <i>Acer palmatum dissectum atropurpureum</i> | 7.50 | 65.00 |
| <i>Cornus florida alba plena</i> | 6.00 | 50.00 |
| <i>Cornus florida rubra</i> | 6.00 | 50.00 |
| <i>Cornus florida rubra Prosser</i> | 7.50 | 65.00 |
| <i>Fagus sylvatica riversi</i> | 7.50 | 65.00 |
| <i>Ilex opaca femina</i> | 6.00 | 50.00 |
| <i>Juniperus chinensis columnaris glauca</i> | 6.00 | 50.00 |
| <i>Juniperus chinensis columnaris viridis</i> | 6.00 | 50.00 |
| <i>Juniperus chinensis keteleeri</i> | 6.00 | 50.00 |
| <i>Juniperus chinensis neaboriensis</i> | 6.00 | 50.00 |
| <i>Juniperus chinensis sargentii</i> | 6.00 | 50.00 |
| <i>Juniperus chinensis sargentii glauca</i> | 6.00 | 50.00 |
| <i>Juniperus sabina Vonehron</i> | 6.00 | 50.00 |
| <i>Juniperus squamata meyeri</i> | 6.00 | 50.00 |
| <i>Juniperus virginiana burki</i> | 6.00 | 50.00 |
| <i>Juniperus virginiana canaerti</i> | 6.00 | 50.00 |
| <i>Juniperus virginiana elegantissima</i> | 6.00 | 50.00 |
| <i>Juniperus virginiana glauca</i> | 6.00 | 50.00 |
| <i>Juniperus virginiana kosteriana</i> | 6.00 | 50.00 |
| <i>Juniperus virginiana schottii</i> | 6.00 | 50.00 |
| <i>Juniperus virginiana pyramidiformis hillii</i> | 6.00 | 50.00 |
| <i>Magnolia lennei</i> | 7.50 | 65.00 |
| <i>Magnolia rustica rubra</i> | 7.50 | 65.00 |
| <i>Magnolia soulangeana</i> | 7.00 | 60.00 |
| <i>Magnolia soulangeana nigra</i> | 7.00 | 60.00 |
| <i>Magnolia stellata</i> | 7.00 | 60.00 |
| <i>Magnolia stellata rosaea</i> | 7.00 | 60.00 |
| <i>Magnolia stellata rubra</i> | 7.50 | 65.00 |
| * <i>Pinus cembra</i> | 6.50 | 55.00 |
| <i>Thuja occidentalis douglasii spiralis</i> | 5.00 | 40.00 |
| <i>Thuja occidentalis elegantissima</i> | 5.00 | 40.00 |
| <i>Thuja occidentalis lutea Mary Corey</i> | 5.00 | 40.00 |
| <i>Thuja occidentalis lutea George Peabody</i> | 5.00 | 40.00 |
| <i>Thuja occidentalis nigra</i> | 5.00 | 40.00 |
| <i>Thuja occidentalis pyramidalis</i> | 5.00 | 40.00 |
| <i>Thuja occidentalis rosenthalii</i> | 5.00 | 40.00 |
| <i>Thuja occidentalis wareana (sibirica)</i> | 5.00 | 40.00 |
| <i>Thuja orientalis aurea nana</i> | 5.00 | 40.00 |
| <i>Thuja orientalis conspicua</i> | 5.00 | 40.00 |
| <i>Thuja orientalis elegantissima</i> | 5.00 | 40.00 |
| <i>Tsuga canadensis pendula</i> | 6.00 | 50.00 |

*Five-needle Pines cannot be shipped in the following states: Arizona, California, Colorado, Georgia, Kentucky, New Mexico, Nevada, South Carolina and Tennessee.

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| Cotoneaster Divaricata, 1-yr. seedlings, 10 to 18 ins. . | 10.00 | 90.00 |
| Cotoneaster Horizontalis, 1-yr. seedlings, 2 to 4 ins. . | 10.00 | 90.00 |
| Cotoneaster Horizontalis, 1-yr. seedlings, 4 to 6 ins. . | 15.00 | 125.00 |
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AMERICAN NURSERYMAN

COVER ILLUSTRATION

Ilex Crenata

Ilex crenata, the Japanese holly, is a common evergreen shrub in the south and other areas. The plants are densely branched and stand out in horizontal tiers. Occasionally, old plants are seen growing over 15 feet high with a spread as wide or wider than high. The plant is a native of Japan and was introduced here in 1864.

The dark, lustrous green leaves are oblong-lanceolate in outline, three-quarters to one and one-quarter inches long, with a toothed margin.

The black fruit is borne only on pistillate plants, for the flowers of this species are dioecious, similar to many other *Ilex* species. The black fruits are generally not so attractive as red-fruited species unless borne in abundance.

The plant is tolerant of soil and can be grown in soils of acid to neutral pH. They do prefer, however, well-drained soils high in organic matter. In areas north of Tennessee the plants may require a sheltered location.

There are several varieties of *I. crenata* common in the nursery trade. These varieties differ from the species in shape and size of foliage and grow according to the habit of the plant. Three of the most common varieties are *convexi* (bullata), *rotundifolia* and *helleri*.

While the species is not so readily available in the trade as the varieties, it is difficult to find a substitute for it where a large fine-textured shrub is required. The plant responds well to pruning and is adapted to use as a hedge. It is also useful as a background plant and foundation plant, especially with large buildings.

Fred Galle

BARNES MEMORIAL PLANNED

Friends of the late Mrs. Margaret F. Barnes, of Belmont, Mass., nationally known horticulturist and landscape architect, are joining in planning a lasting memorial, which will promote her interests in horticulture.

They plan a civic planting where people can study plant materials and have the additional opportunity to consult Mrs. Barnes' horticultural library, which will be made available for public use.

Anyone desiring to take part in the memorial may do so by writing Mrs. A. Lawrence MacKenzie, 60 Glendale road, Belmont, Mass., who is acting as treasurer of the Margaret Barnes fund.

SOUTHWESTERN NOTES

The Aubrey Green Nursery, in the St. Louis, Mo., area recently suffered a loss running into thousands of dollars when a spark from nearby rubbish started a fire which burned over 10 acres of the 20-acre nursery. Fire departments from University City, Clayton and Richmond Heights fought the blaze for three hours.

Roy Mendelhall, proprietor of South Canon Nursery, Canon City, Colo., has been elected mayor of South Canon City, a town of about 3,000 population.

Members of the Kansas City Association of Nurserymen, their wives and children were guests recently of Mr. and Mrs. Kenneth Haysler, Cloverset Flower Farm, Kansas City, Mo., at a barbecue buffet dinner, given at the Haysler home. About 50 persons enjoyed their hospitality.

Roy Cooper, formerly with the Willis Nursery Co., Ottawa, Kan., is now manager of Myers Nursery, Dodge City, Kan. The Myers Nursery has recently completed a large new lath house.

Skinner's Nursery (J. H. Skinner & Co.), Topeka, Kan., was the subject of an illustrated feature article in the Sunday, November 2, edition of the Topeka Daily Capital. Begun in 1890 by J. H. Skinner, who migrated from Ohio to Kansas, the nursery was continued after his death, in 1930, by his sons, George and Ralph. The nursery is now under the management of George and his sons, Henry and Ralph. The nursery grows a complete assortment of stock on several hundred acres. Its outlet is chiefly wholesale, but it also maintains a retail and landscape department.

About 20 members of the Kansas City Association of Nurserymen met for a chicken dinner at the Wagon Wheels restaurant, Overland Park, Kan., November 11. Stanley R. McLane showed how to identify by means of leaves and acorns the various oaks found growing in the Kansas City area.

Roadside improvements recently let in Kansas: Cook & Cone, Ottawa, Kan.: \$4,369.90, Smith county; \$4,793, Cloud county; \$3,618, Kingman county; \$753, Sumner county; \$565.50, Reno county; \$610.70, Sedgwick county. Sutton Nursery & Landscape Co., Independence, Kan.: \$4,166.90, Montgomery county.

TWIN CITIES NURSERY was opened recently at Eugene, Ore., by owners P. A. Cochran and Earl W. Morgan.

SURPLUS LIST

LINING-OUT STOCK

| | Per 100 | Per 1000 |
|---|---------|----------|
| <i>Azalea mollis</i> , TT, 4 to 8 ins. | \$22.50 | \$185.00 |
| <i>Azalea mollis</i> , TT, 8 to 12 ins. | 30.00 | 250.00 |
| <i>Azalea mollis</i> , from red hybrids, TT, 4 to 8 ins. | 27.50 | 235.00 |
| <i>Azalea mollis</i> , from red hybrids, TT, 8 to 12 ins. | 35.00 | 300.00 |
| <i>Azalea pontica</i> , TT, 4 to 7 ins. | 25.00 | 210.00 |

The following *Azaleas* are RC, TT and will be shipped with a small peat ball. All are excellent heavy liners 6 to 10 ins. Priced at \$30.00 per 100: \$250.00 per 1000.

| | Color |
|--|--------------|
| <i>Azalea Gable Elizabeth</i> | Rose |
| <i>Azalea Gable Claret</i> | Claret-red |
| <i>Azalea kaempferi</i> (Torch <i>Azalea</i>) | Orange-red |
| <i>Azalea kaempferi Fedora</i> | Salmon-rose |
| <i>Azalea kaempferi Kathleen</i> | Rose-pink |
| <i>Azalea vuykiana Gerardina Vuyk</i> | Deep pink |
| <i>Azalea vuykiana Helena Vuyk</i> | Deep pink |
| <i>Azalea vuykiana Johann Strauss</i> | Salmon-rose |
| <i>Azalea vuykiana Joseph Haydn</i> | Soft lilac |
| <i>Azalea vuykiana Mozart</i> | Silvery-pink |
| <i>Azalea vuykiana P. W. Hardijzer</i> | Carmine-rose |

| | Per 100 | Per 1000 | Per 5000 |
|---|---------|----------|----------|
| <i>Castanea mollissima</i> , 1-yr., S, 6 to 12 ins. | \$ 9.00 | \$ 75.00 | |
| <i>Castanea mollissima</i> , 2-yr., S, 12 to 18 ins. | 17.50 | 150.00 | |
| <i>Kolkwitzia amabilis</i> , TT, 6 to 12 ins. | 12.00 | 100.00 | |
| <i>Juniperus glauca hetzi</i> , 2-yr., T, 10 to 15 ins. | 33.00 | 300.00 | |
| <i>Philadelphus virginialis</i> , RC, 12 to 18 ins. | 10.00 | 85.00 | \$375.00 |
| <i>Populus nigra</i> , RC, 3 to 4 ft. | 9.00 | 75.00 | |
| <i>Populus nigra</i> , RC, 4 to 6 ft. | 14.00 | 110.00 | |
| <i>Populus nigra</i> , 2-yr., RC, 6 to 8 ft. | 25.00 | 200.00 | |
| <i>Quercus rubra</i> , 1-yr., S, 12 to 15 ins. | 8.50 | 60.00 | |
| <i>Symphoricarpos vulgaris</i> , RC, 12 to 18 ins. | 4.00 | 30.00 | 125.00 |

FINISHED MATERIALS

Azaleas (79 varieties), *mollis*, *calendulacea*, *Gables*, *Ghents*, *kaempferi*, *pontica*, etc. See our general list.

| | Per 10 | Per 100 | Per 1000 |
|--|---------|----------|-----------|
| <i>Azalea yedoense</i> (Yodogawa), 15 to 18 ins. | \$27.50 | \$225.00 | |
| <i>Castanea mollissima</i> , T, 2 1/2 to 3 ft. | 6.50 | 55.00 | \$ 500.00 |
| <i>Castanea mollissima</i> , T, 3 to 4 ft. | 7.50 | 65.00 | 600.00 |
| <i>Forsythia suspensa</i> , 3 to 4 ft. | 6.00 | 50.00 | |
| <i>Juniperus glauca hetzi</i> , B&B, 18 to 24 ins. | 28.50 | 250.00 | 2250.00 |
| <i>Philadelphus virginialis</i> , 2 to 3 ft. | 5.50 | 35.00 | 300.00 |
| <i>Philadelphus virginialis</i> , 3 to 4 ft. | 6.00 | 45.00 | 400.00 |
| <i>Rosa wichuraiana</i> , 2-yr., medium | 3.50 | 27.50 | 225.00 |
| <i>Rosa wichuraiana</i> , 2-yr., No. 1 | 4.50 | 35.00 | 300.00 |
| <i>Symphoricarpos vulgaris</i> , 18 to 24 ins. | 2.50 | 15.00 | 125.00 |
| <i>Symphoricarpos vulgaris</i> , 2 to 3 ft. | 3.00 | 20.00 | 175.00 |

Fairview Evergreen Nurseries

Fairview, Pa.

QUEEN O' the LAKES (Dark Velvety Red)



and 30 other fragrant
SUB-ZERO

HYBRID TEAS

Large and beautiful as any. Easy to grow; long to live. Bloom more; more constantly. Save replacement expense.

Tree Roses topped with all varieties can survive 15 degrees below zero without protection.

also 20

Yellow and Orange Climbers
Write for trade prices to

BROWNELL ROSES LITTLE COMPTON, R. I.

BAGATELLE NURSERY

P. O. HUNTINGTON STATION, L. I., NEW YORK

Extends

Season's Greetings

to its many patrons and friends

and

Best Wishes for 1953

TAXUS MEDIA HALLORAN

Past winters have proved this variety to be very well adapted for the middle western climate. We have 1, 2 and 3-year liners to offer.

VERKADE'S NURSERIES

NEW LONDON, CONN.



LINING-OUT STOCK

HEASLEY'S NURSERIES

Freeport Road
BUTLER, PA.

LILACS

On own roots.
Large plants, 6 ft. and up,
Charles X, William Robinson,
Pres. Grey, Leon Gambetta, etc.

To plant now
AMERICAN ARBORVITAE, 10 ft.
An assortment of heavy stock
for landscaping.

RED LAKE RED CURRANTS,
2-yr. No. 1

SAMUEL FRASER NURSERY

at GENESEO, N. Y.
Contact and Mail:
1302 18th St. WASHINGTON 6, D. C.

Choice Varieties of Lining-out Stock.
Write for our price list.

PALLACK BROS. NURSERIES, Inc.

Route 19, 31 mi. north of Pittsburgh, Pa.

Ph.: Zelienople 476-J21
R.F.D. 1 HARMONY, PA.

EUONYMUS YEDOENSIS

Pink fruits with red hearts. Large
pink flowers in fall.

6 to 8 ins. \$3.00 per 100
8 to 12 ins. 5.00 per 100

Send for list of interesting plants.

ALANWOLD NURSERY
NESHAMINY, Bucks Co., PA.

**A General Line of
FRUIT and ORNAMENTAL
TREES and PLANTS**

BUNTINGS' NURSERIES, Inc.
Box 3 SELBYVILLE, DEL.

We never talk about the other fellow's
low prices; he knows what his merchan-
dise is worth. We grow good evergreen
liners. Ask for our wholesale list.

The STEDMAN NURSERIES
NEWFANE, N. Y.

Tree Maintenance

By Noel Wysong

SPRUCE BUDWORM CONTROL

That aerial spraying can be used successfully to control insect attack in large forest areas has been demonstrated in the treatment of some 670,000 acres in Oregon and Washington. An approximately 98 per cent kill of a heavy infestation of spruce budworm caterpillars in these forests has been achieved, as determined by field counts made the past summer by personnel of the Portland forest insect laboratory, United States bureau of entomology and plant quarantine.

The spruce budworm infestation in this area reached epidemic proportions several years ago and large-scale spraying operations were begun in 1949. With federal, state and private agencies cooperating in the project, spraying has been repeated each summer since the initial application was made. Thus, with the completion of spraying this year, a total of almost 3,000,000 acres has been sprayed during the 4-year period. The cost per spray application has ranged from \$1 to \$1.25 per acre, or a total of somewhat less than \$3,000,000 for the entire project. It has been estimated that the loss in timber value, due to this insect attack, would by this time have exceeded \$350,000,000 had not the spraying project been undertaken.

With relatively few of the insects still living, it is believed that little control work will be needed in 1953.

CULTURAL REQUIREMENTS OF MERION BLUEGRASS

Merion bluegrass has received star billing among turf grasses for the past year or so as an exceptionally good, drought-resistant grass, and despite the high cost of seeds much of it has been planted. Like most other new products, it had to be tested under actual field conditions before much more than preliminary and general recommendations for its use could be made. In an attempt to secure data upon which sound advice could be based, the United States Golf Association's green section last spring mailed questionnaires to a number of professionals in turf work. From information thus obtained, the green section now offers various recommendations and suggestions among which are included the following:

Rate of seeding: When used alone,



Soil Fumigation can pay off!

DOWFUME[®] MC-2

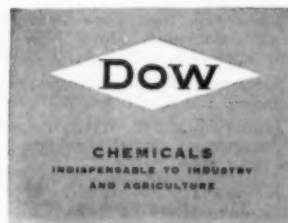
Controls weed seeds and soil pests

Gassing nursery and greenhouse soils with Dowfume MC-2 before planting is a proved, profitable practice. It saves hand weeding by killing weed and grass seeds under the soil surface. It prevents costly damage from root-attacking insects and allows the plant root system to expand to the fullest. Also, it controls certain soil-borne fungi.

All in all, soil treatment with Dowfume MC-2 improves the quality and market value of nursery stock. Seedlings grown in treated beds and flats are remarkably uniform because of Dowfume MC-2's control of weed and insect conditions in the soil.

Ask your supplier for Dowfume MC-2 and the low-cost trial kit for its application. Or write our Fumigant Department for full information.

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



one to two pounds of seeds to 1,000 square feet of area should be used. In ideal conditions one pound to 1,000 square feet is deemed sufficient; when conditions are less favorable the heavier rate of seeding is suggested. When used in mixture with other grass seeds, at least 30 per cent of the mixture should be Merion bluegrass.

Grass seed mixtures: Two of the many suggested mixtures were favored by the green section: Forty per cent Merion bluegrass, 50 per cent creeping red fescue, 10 per cent colonial bent, and equal parts by weight of Merion bluegrass and creeping red fescue.

Proper height of cut in mowing: For fairways, one half inch to three quarters inch; for lawns, one inch; for athletic fields, one and three quarters inches.

Establishing Merion bluegrass in existing turf: Discourage existing weeds and grass with chemicals, mow closely, rake, aerify and drag area, fertilize and seed and finally irrigate until seed germination is completed.

Watering: Water only when its need is indicated by wilting of the grass; then, water heavily.

N. W.

| LANDSCAPE-SIZE SHRUBS | | |
|-----------------------------|---------|----------|
| | Per 10 | Per 100 |
| <i>Clethra alnifolia</i> | | |
| 18 to 24 ins. | \$ 3.50 | \$ 30.00 |
| 2 to 3 ft. | 5.00 | 40.00 |
| 3 to 4 ft. | 7.00 | 60.00 |
| <i>Ilex verticillata</i> | | |
| 2 to 3 ft. | 5.00 | 40.00 |
| 3 to 4 ft. | 6.00 | 50.00 |
| <i>Viburnum cassinoides</i> | | |
| 2 to 3 ft. | 5.00 | 40.00 |
| <i>Viburnum dentatum</i> | | |
| 2 to 3 ft. | 4.00 | 30.00 |
| 3 to 4 ft. | 6.00 | 50.00 |

| CLUMP BIRCH | | |
|-----------------|-------|--------|
| Paper Birch | | |
| 6 to 6 ft. | | |
| 3 stems and up. | 25.00 | |
| Gray Birch | | |
| 4 to 6 ft. | | |
| 3 to 6 stems. | 20.00 | 150.00 |

| PAPER BIRCH | | |
|--------------------------|---------|----------|
| | Per 100 | Per 1000 |
| <i>Betula papyrifera</i> | | |
| 2 to 3 ft. | \$ 8.00 | \$ 70.00 |
| 3 to 4 ft. | 25.00 | 200.00 |
| 4 to 6 ft. | 40.00 | 300.00 |
| 6 to 8 ft. | 100.00 | |

| HARDY NATIVE FERNS | | |
|---|-------------------|------------------------------------|
| Maidenhair, Lady Fern, Hayscented Fern, Leather Wood Fern, Toothed Wood Fern, Christmas Fern, Ostrich Plume Fern. | | |
| Large clumps of the above, | \$2.00 per dozen, | \$10.00 per 100, \$80.00 per 1000. |

| Interrupted Fern, Cinnamon Fern, Royal Fern. | | |
|--|-------------------|-------------------------------------|
| Large clumps of the above, | \$2.50 per dozen, | \$12.00 per 100, \$100.00 per 1000. |

The Landscape-Size Shrubs are graded according to A.A.N. standards. All stock is first-quality collected material except the Balsam Fir and Hemlocks, which are once-transplanted and grown in beds one or two years.

Send for complete list of Hardy Native Ferns, Lilies, Orchids, Wild Flowers, Trees, Shrubs and Evergreens.

ISAAC LANGLEY WILLIAMS

P. O. Box 352
EXETER, NEW HAMPSHIRE

TAXUS

Upright, 3 to 14 ft.
Truckloads only, no boxing.

BULK'S NURSERIES
BABYLON, L. I. N. Y.

WELLER'S PERENNIALS

With That Wonderful Root System

Headquarters for

HARDY MUMS AND PHLOX.

Ask for our Perennial Catalog.

WELLER NURSERIES CO., Inc.
Leading Perennial Growers
HOLLAND, MICH.

Coming Events

MEETING CALENDAR

January 5 to 16, short course for nurserymen sponsored by the department of horticulture, Virginia agricultural extension service, Virginia Polytechnic Institute, Blacksburg, Va.

January 6, Indiana Christmas Tree Growers' Association, Horticultural building, Purdue University, West Lafayette, Ind.

January 6 and 7, Oklahoma State Nurserymen's Association, Biltmore hotel, Oklahoma City, Okla.

January 6 and 7, Iowa Nurserymen's Association, Kirkwood hotel, Des Moines, Ia.

January 6 to 8, Idaho Nurserymen's Association meeting and garden school, Hotel Boise, Boise, Ida.

January 7, Connecticut Nurserymen's Association, Waverly Inn, Cheshire, Conn.

January 7 to 9, convention of eastern nurserymen, Hotel New Yorker, New York city.

January 8, New York State Nurserymen's Association, Hotel New Yorker, New York city.

January 8, Maryland Nurserymen's Association, Emerson hotel, Baltimore, Md.

January 8 and 9, Western Association of Nurserymen, Hotel Muehlebach, Kansas City, Mo.

January 12, All-America Rose Selections, Inc., Hotel La Salle, Chicago, Ill.

January 12, National Landscape Nurserymen's Association, Hotel La Salle, Chicago, Ill.

January 12, National Mail Order Nurserymen's Association, Hotel La Salle, Chicago, Ill.

January 12 to 15, annual meeting of the Illinois State Nurserymen's Association, Hotel La Salle, Chicago.

January 13 to 15, North Carolina Association of Nurserymen short course, North Carolina State College, Raleigh, N. C.

January 19 to 21, short course for arborists, landscape gardeners and nurserymen, sponsored by the department of horticulture, Ohio State University, at Neil House, Columbus.

January 20, Massachusetts Nurserymen's Association, Hotel Kenmore, Boston, Mass.

January 20 to 23, winter meeting of the Indiana Association of Nurserymen, Purdue University, Lafayette, Ind.

January 21 to 23, Ohio Nurserymen's Association, Neil House, Columbus, O.

January 22 and 23, Canadian Association of Nurserymen, Royal York hotel, Toronto, Ont.

January 26 and 27, Washington State Nurserymen's Association and chapter 28, American Association of Nurserymen, Spokane, Wash.

January 27 and 28, short course for nurserymen given by the Connecticut Nurserymen's Association at the University of Connecticut, Storrs, Conn.

January 27 and 28, Kentucky Nurserymen's Association, Brown hotel, Louisville, Ky.

January 28 and 29, Oregon Association of Nurserymen, Multnomah hotel, Portland.

January 28 and 29, Michigan Association of Nurserymen, Hotel Pantlind, Grand Rapids, Mich.

January 28 to 30, Tennessee Nurserymen's Association, Andrew Jackson hotel, Nashville, Tenn.

January 29 and 30, New Jersey Association of Nurserymen, Chalfonte-Haddon Hall hotel, Atlantic City, N. J.

February 3 to 5, New England Nurserymen's Association, Hotel Kenmore, Boston, Mass.

February 4 and 5, Pennsylvania Nurserymen's Association, Yorktown hotel, York, Pa.

OKLAHOMA PROGRAM

Registration for the meeting of the Oklahoma State Nurserymen's Association, to be held at the Biltmore hotel, Oklahoma City, will begin at 9 a. m. on January 6. The 2-day meeting will open at 11 a. m. on that day with an address by the association's president, Ted Tetirick, Tetirick Nursery, Ponca City. This will be followed by a report from Secretary-treasurer Earl M. Nelson, Nelson Nursery, Enid.

A luncheon will be held following

COME TO KANSAS CITY

63rd annual meeting of the

WESTERN ASSOCIATION OF NURSERYMEN

January 8 and 9, 1953

Hotel Muehlebach

A splendid instructive program has been arranged featuring Sales and Merchandising. Exhibits.

Write Hotel Muehlebach, Kansas City, Mo., at once for reservations.

THUJA OCCIDENTALIS COMPACTA ERECTA

(NEW)

We offer this new variety in rooted cuttings; also established stock from 2 1/4-in. pots.

Write for descriptive folder in color.

THE WESTMINSTER NURSERIES
WESTMINSTER, MD.

CONTRACT GROWERS

We have place to spare to grow about 50,000 to 100,000 cuttings for June, 1953, delivery. State if you can supply the cutting wood, and state the varieties wanted.

BROUWER'S NURSERIES

Box 25
NEW LONDON, CONN.

SEND YOUR SURPLUS LIST OF

Evergreens • Shrubs • Shade Trees
Flowering Trees • Fruit Trees

to:

THE PONTIAC NURSERY CO.
ROMEO, MICHIGAN



Wholesale growers of the best
Ornamental Evergreens
Deciduous Trees
Shrubs and Roses

Write for our current trade list.

THE KALLAY BROTHERS CO.
PAINESVILLE, OHIO

the morning session, at which the guest speaker will be the Rev. W. McFerrin Stowe.

The afternoon session of January 6 will begin with a panel discussion, with Richard Bloss, Sneed Nursery Co., Oklahoma City, as moderator. Following this, J. B. Baker, Jr., Fort Worth, Tex., and American Association of Nurserymen director for region 5, will discuss activities of the national association. The program will continue with an address on "Increasing Your Retail Sales," by C. O. Smith. A discussion of native elm diseases, by Clyde Bower, of the Oklahoma department of agriculture, will complete the afternoon's speaking program. Following Mr. Bower's address, the association's annual award will be presented.

A buffet supper will be offered at 7 p. m., Tuesday, at Beverly's Hideaway. Dancing will follow the supper.

Steve Verhalen, of Scottsville, Tex., will open the morning session of January 7 with a talk on merchandising. Mr. Verhalen will be followed by L. H. Burton, who will offer a landscape design demonstration. Election of officers for next year's term will complete the association's program.

At 9:30 a. m., January 7, there will be a meeting of chapter 24 of the A. A. N.

VIRGINIA SHORT COURSE

A short course for nurserymen sponsored by the department of horticulture of the Virginia agricultural extension service, will be held January 5 to 16, on the campus of the Virginia Polytechnic Institute, Blacksburg, Va. The 2-week course will be broken down into two main sections, the first week being devoted to preparation of landscape plans and selling the job, and the second week to propagation and advanced landscape problems.

Stress during the first week will be placed on the preparation of plans for the landscape job with special emphasis on drafting, designing, sketching and selection of plant material. Near the end of the week, a session on selling the landscape job will be conducted. During the second week there will be a continuation of the landscape work with advanced problems. Sessions in the propagation and handling of plants will be held for those who are interested in this phase of the work.

The instructional staff for the course will include A. G. Smith, Jr., A. S. Beecher and Henk van der Werken. In addition, one or two

We Appreciate

your part in making
each year a better
one for us.



IT IS OUR WISH

that 1953 and each
following year be
a better one
for you.

MATTHEWS NURSERY
HARBOR SPRINGS, MICH.

LINING-OUT and FINISHED STOCK

EVERGREENS

(Taxus a specialty)

FLOWERING SHRUBS and TREES

HERBACEOUS and TREE PEONIES

COME and SEE US.

Send us your Want List.

THE COTTAGE GARDENS

Our 30th Year

Nick I. W. Kriek - Harold E. Hicks
LANSING 15, MICH.

SPECIMEN LANDSCAPE MATERIALS

Our Specialty

TAXUS

*Visit our nurseries and see
our stock for fall*

W. A. NATORP CO.
CINCINNATI 29, OHIO

HOBBS

Fall, 1952

C.L.W. Birch, Cornus Rubra, Chinese Elm, Hopa and B.D.F. Crab, Silver Maple, Prunus Cistena, Redbud, Russian Olive, Thurlow Willow.

Apple and Pear, 1 and 2-yr.

Montmorency Cherry. 1-yr., 18 to 24 ins., 5/16-in., 7/16-in., 9/16-in., 11/16-in.

Montmorency Cherry. 2 and 3-yr., heavy, mostly 11/16-in. up to 1 1/2 ins.

Evergreens & Shrubs

Oldest Nursery in Indiana
Established 1875

C. M. HOBBS & SONS, Inc.
BRIDGEPORT, IND.

Phone Indianapolis, Belmont 1812

ORNAMENTALS

TREES SHRUBS

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Wholesale growers of a
general assortment for
the best landscape plantings.

BRYANT'S NURSERIES

Princeton, Illinois

HARDY PLANTS

Bulbs and Shrubs

"America's Finest"

Write for Trade List

Springbrook Gardens

MENTOR, OHIO

HENRY NURSERIES

Ingels Bros.

HENRY, ILLINOIS

Growers of General Nursery Stock.
Visitors Welcome.

BURTON'S

HEADQUARTERS FOR
EVERGREEN GRAFTS, TRANSPLANTED
EVERGREENS, SHRUB LINERS.
Write!
BARE ITEMS YOU DO NOT
FIND IN MOST LISTS!

HILLTOP NURSERIES
CASHTOWN, OHIO

Virginia nurserymen will be asked to serve as discussion leaders on the portions of the program that deal with selling the job and with the production and handling of plants.

EASTERN SPEAKER

Featured speaker at the closing luncheon of the 1953 convention of eastern nurserymen, at the Hotel New Yorker, New York city, Janu-



Gene Flack

ary 7 to 9, will be Gene Flack, sales counsel and director of advertising for Sunshine Biscuits, Inc.

Mr. Flack, one of the nation's ranking speakers on the subjects of sales and merchandising, has traveled thousands of miles addressing organizations of all kinds. He has spoken many times before audiences in every state of the union.

FURTHER ILLINOIS PLANS

John Siebenthaler, Dayton, O., vice-president and director, American Association of Nurserymen, will act as chairman for the Tuesday afternoon, January 13, meeting of the Illinois State Nurserymen's Association, to be held at the Hotel La Salle, Chicago. This portion of the Illinois meeting will be under A. A. N. auspices. Mr. Siebenthaler will also present a report on the activities of the A. A. N. board of directors.

Peter Cascio, West Hartford, Conn., president of the A. A. N., will speak at this session, discussing the whys and wherefores of national trade associations. He will be followed on the speakers' platform by Howard C. Taylor, Eastview, N. Y., chairman of the A. A. N. market development and publicity committee. Dr. Richard P. White, A. A. N. executive secretary, will conclude the

AMERICAN NURSERYMAN

WANTED

Downing Gooseberries, 2-yr., No. 1 and 2-yr., No. 2; also layers or rooted cuttings.

WE OFFER

EVERGREENS, transplanted 3 times or more, B&B.

Juniperus Pfitzeriana and Juniperus Sabina, 2 to 2 1/2 ft., 18 to 24 ins. and 15 to 18 ins.

Picea Glauca, 18 to 24 ins.

Chinese Elm,
2 1/2 to 3 -in. cal. 40 trees
2 to 2 1/2 -in. cal. 150 trees
1 1/2 to 2 -in. cal. 160 trees
1 1/4 to 1 1/2 -in. cal. 50 trees

Silverleaf Maple,
5 to 8 ft. 100 trees
5 to 6 ft. 75 trees

Cutleaf Weeping Birch,
1 1/2 to 2 -in. cal. 50 trees
1 1/4 to 1 1/2 -in. cal. 60 trees

European White Birch,
2 to 2 1/2 -in. cal. 12 trees
1 1/2 to 2 -in. cal. 30 trees
1 1/4 to 1 1/2 -in. cal. 10 trees

State number and grade wanted for quotations. We do not ship stock listed above; must be called for with truck.

24,000 Cumberland Raspberry Tips.

MICHIGAN FRUIT GROWERS NURSERIES

W. N. Adair, Proprietor

1500 U. S. 12 Phone 6914
BENTON HARBOR, MICH.

LAKE'S

SHENANDOAH NURSERIES

Shenandoah, Iowa

Wholesale growers of

a fine assortment of

GENERAL NURSERY STOCK

Your inquiries will be appreciated.

QUALITY
EVERGREENS
L.O. STOCK

PYRAMIDAL

ARBORVITAE

Quality-grown where
arborvitae thrive best.

Truckload or Carlot

3 1/2 to 4 ft. and 4 to 5 ft.

The best price in the midwest
for quality, size and quantity.

BERRYHILL NURSERY CO.

SPRINGFIELD OHIO

P. O. BOX 696

FOR PROMPT ACTION

Send us your Surplus List.

GROWERS EXCHANGE, Inc.

P. O. Box 264

FARMINGTON, MICH.

AMERICA'S BEST SOURCE
FOR

HARDY PLANTS

WRITE FOR
TRADE LIST

MENTOR,
OHIO

Wayside



Gardens

session with an address entitled "Your Business and the A. A. N."

The annual meeting of Illinois chapter 3 of the A. A. N. will take place at 11 a. m., Wednesday, January 14, at the Hotel La Salle. Other details of the 3-day Illinois meeting were published in the December 1 issue of the American Nurseryman.

LANDSCAPE NURSEYMEN.

A full day's program, opening with registration at 9:30 a. m., will be offered by the National Landscape Nurserymen's Association at its mid-winter conference, to be held January 12, in parlor E of the Hotel La Salle, Chicago, Ill. The meeting will open at 10 a. m., with greetings from the association's president, Charles Armstrong, of Sacramento, Calif. Mr. Armstrong will be followed on the program by Elmer Spencer, of Springfield, Ill., who will tell why "The Nicest People I Know Are My Customers." The morning session will conclude with a showing of Kodachrome slides on the general theme "Our Business and What We Are Doing."

J. F. Styer, Styer's Nurseries, Concordville, Pa., will open the afternoon session with a discussion entitled "Fair Charges for Expert Services." Mr. Styer will be followed by Allan Dalsimer, of Dalsimer, Inc., Cedarhurst, N. Y., who will talk on design services. Following this talk, Mr. Styer will return to act as moderator for a general discussion on the past and the future of the landscape nursery business. After this, Mr. Dalsimer will offer a preview of the 1953 N. L. N. A. summer convention, to be held at New York city.

MASSACHUSETTS PROGRAM

The 1-day meeting of the Massachusetts Nurserymen's Association, to be held at the Hotel Kenmore, Boston, January 20, will open at 10:30 a. m. with a business session. This will be followed, at 11:15 a. m., with a talk on "Latest Research in Insect Control," by Prof. W. D. Whitcomb, of the Waltham field station, University of Massachusetts. A social hour will follow Professor Whitcomb's talk, with a luncheon scheduled for 12:30 p. m.

Inasmuch as the meeting takes place on the day of the presidential inauguration, the association is making arrangements to have a television set in operation so that nurserymen attending the meeting may view the proceedings taking place at Washington, D. C.

In the afternoon, there will be a

CHOICE NURSERY-GROWN SEEDLINGS

We think our seedlings are exceptionally nice this year and will gladly send samples for your inspection.

We are sold out on several varieties and suggest you reserve your needs promptly on items still available.

| VARIETY | SIZE | PER 100 | PER 1000 |
|--|---------------|---|----------|
| *Acer platanoides (Norway Maple). | 6 to 8 ins. | \$ 5.00 | \$ 40.00 |
| | 8 to 12 ins. | 7.50 | 60.00 |
| *Pinus resinosa (Red or Norway Pine). | 3 to 6 ins. | 4.50 | 33.00 |
| *Pinus sylvestris (Scotch Pine). Blue-green foliage. | 4 to 6 ins. | 4.00 | 28.00 |
| | 6 to 8 ins. | 5.00 | 35.00 |
| Poncirus trifoliata (Hardy Orange). | 8 to 12 ins. | 7.50 | 60.00 |
| Prunus tomentosa (Nanking Cherry). | 3 to 4 ft. | 15.00 | 140.00 |
| *Rosa multiflora (Multiflora Rose). Thorny, upright type; 2/16 to 1/4-in. cal. for living fence use. Let us know your quantity needs. | 10 to 18 ins. | 21.00 | |
| | | (\$19.00 per 1000 in quantities of 10,000 or more.) | |
| Sophora japonica (Japanese Pagoda Tree). One of best small trees for modern homes. | 8 to 12 ins. | 5.00 | 45.00 |
| | 12 to 18 ins. | 7.50 | 65.00 |
| | 18 to 24 ins. | 10.00 | 80.00 |
| Taxodium distichum (Cypress). Unsurpassed for avenue planting. Withstands city atmosphere and adaptable to almost any soil or situation. | 6 to 8 ins. | 5.00 | 40.00 |
| | 8 to 12 ins. | 7.50 | 60.00 |
| | 12 to 18 ins. | 9.00 | 75.00 |
| *Ulmus pumila (Chinese Elm). | 6 to 12 ins. | 9.00 | |
| | 12 to 18 ins. | 15.00 | |
| | 18 to 24 ins. | 19.00 | |

Prices are F.O.B. Elsberry, and include packing. Usual trade terms to those with established credit or who furnish trade references. 500 or more at 1000 rate.

*Write for special quotations if interested in large quantities of these items.

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| | Per 100 | Per 1000 |
|-------------------------|---------|----------|
| Washington Hawthorn. | | |
| 6 to 9 ins. | \$ 7.50 | \$ 65.00 |
| Cotinus coggygria. | | |
| 6 to 9 ins. | 10.00 | 85.00 |
| 9 to 12 ins. | 12.50 | 100.00 |
| 12 to 18 ins. | 17.50 | |
| Sorbus aucuparia. | | |
| 6 to 12 ins. | 6.00 | 50.00 |
| Aronia arbutifolia. | | |
| 6 to 12 ins. | 7.50 | 65.00 |
| Aronia arbutifolia. | | |
| T., 12 to 18 ins. | 10.00 | 65.00 |
| Syringa vulgaris, 1-yr. | 5.00 | 40.00 |
| Boston Ivy, 1-yr. | 5.00 | 40.00 |

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HEMLOCK — DEUTZIA GRACILIS
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RATHKE — TRANSPLANTS AND
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MAGNOLIA NIGRA (Dark Red)

400 2 to 3 ft., B&B.....\$3.00 each

100 3 to 4-ft., B&B..... 4.00 each

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color film on the nursery industry, compiled by the Adams Nursery, of Westfield, Mass. Following the showing of the film, there will be an election and installation of officers.

NORTH CAROLINA COURSE

The annual short course for nurserymen, sponsored by the North Carolina Association of Nurserymen and the department of horticulture of North Carolina State College, will be held at the college at Raleigh, January 13 to 15. It is planned to devote most of the program to a discussion of nursery practices, emphasizing soil conservation along with programs on irrigation and fertilization. There will also be a tour and a demonstration illustrating the proper landscaping of modern homes. The nurserymen's association will conduct its annual business meeting and election of officers during the time of the course.

WASHINGTON STATE MEET

The executive committee of the Washington State Nurserymen's Association has set January 26 and 27 as the dates for the midwinter meeting of the association. Spokane has been named as the meeting city, but the exact location of the sessions has not as yet been announced. The committee is considering extending the meeting period a half day, on January 28, for a session devoted to growers of fruit trees. Details have not as yet been worked out, but the program is expected to include material on merchandising, advertising and the pruning and spraying of nursery stock.

MICHIGAN PLANS

The winter meeting of the Michigan Association of Nurserymen will be held at the Hotel Pantlind, Grand Rapids, Mich., January 28 and 29.

The meeting will open at noon, January 28, with a luncheon for members and guests. The luncheon speaker will be Forrest Smith, executive secretary of the Michigan Agricultural Conference. Sessions will

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Fruit Trees and Berries

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| Blue Arctic Willow | Per 1000 |
| 9 to 12 ins..... | \$ 80.00 |
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Lining-out Stock a Specialty

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continue throughout the afternoon, with the annual "get-together" party scheduled for the evening.

Meetings will continue through Thursday, to be climaxed Thursday evening by the annual banquet.

Speakers to appear on the 2-day program will include Avery Hoyt, chief, bureau of entomology and plant quarantine, United States Department of Agriculture; Dr. L. C. Chadwick, department of horticulture, Ohio State University; a representative from the American Association of Nurserymen, and others. Trade exhibits will also be featured.

CONNECTICUT COURSE

Talent from other states as well as from Connecticut will be on hand for the first Connecticut short course for nurserymen, to be presented January 27 and 28, 1953, at the University of Connecticut, Storrs. The department of plant science at the university and the Connecticut Nurserymen's Association are cooperating in the presentation of the course.

Registration for the course will open at 9:30 a. m., January 27. At 10 a. m., Dean W. B. Young, college of agriculture, University of Connecticut, will deliver the address of welcome, to be followed by an address entitled, "Plants in a Changing World," by Gustav A. L. Mehlquist, professor of floriculture at the university. A tour of the plant science laboratories of the university will follow.

The Tuesday afternoon meeting will open with a discussion of a plant propagation schedule, by Martin Van Hoff, of the Rhode Island Nurseries, Newport, R. I. Three Connecticut nurserymen will then conduct a panel on plant propagation. They are Louis Vanderbrook, Vanderbrook Nurseries, Manchester; Charles Tuttle, Stephen Hoyt's Sons, Inc., New Canaan, and E. John Brouwer, Brouwer's Nurseries, New London. A tour of the university greenhouses will complete the afternoon session.

Following dinner, Albert Mann, assistant dean of the University of Connecticut's college of agriculture, will discuss agricultural courses at the university. The evening session will conclude with a talk on "Plants and Gardens of England," by Donald Wyman, Arnold Arboretum, Jamaica Plain, Mass.

The morning session of Wednesday, January 28, will open with a tour of the university campus. The first speaker of the morning will be Edward J. Rubins, assistant professor of agronomy at the university,

Season's Greetings



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ALMOND PRUNUS GLANDULOSA

Double Pink-flowering Almond (2-yr. transplants; own-root).

This year we have the finest block we have ever grown. Flowers—double, rose-colored and white — borne in great profusion in the spring. One of the best of all ornamental flowering shrubs.

| | Per 10 | Per 100 | Per 1000 |
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| 12 to 18 ins., tr., br. | \$3.00 | \$20.00 | \$175.00 |
| 18 to 24 ins., tr., br. | 4.00 | 30.00 | 250.00 |
| 2 to 3 ft., tr., br. | 5.00 | 40.00 | 350.00 |
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Rhododendron Maximum
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Pruned, compact, healthy green foliage. B&B, with exceptionally good balls. F.O.B. Boone, North Carolina. Truck or car lots, February and March.

| | |
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| 15 to 18 ins. | \$1.25 (retail value \$3.50 to \$4.50) |
| 18 to 24 ins. | 1.65 (retail value 5.00 to 6.50) |
| 24 to 30 ins. | 2.45 (retail value 7.00 to 8.00) |

Above available from Bellville, Ohio, March and April.

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| 15 to 18 ins. | \$1.50 |
| 18 to 24 ins. | 2.00 |
| 24 to 30 ins. | 3.25 |

Pinus Resinosa (Red Pine)

Pruned, exceptionally fine, heavy specimens; wide, compact. About 5000. First digging from this block.

4 1/2 to 5 ft., B&B. \$5.50

Cornus Florida

| | |
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| 5 to 6 ft., B&B | \$3.50 (25% with fl. buds) |
| 6 to 7 ft., B&B | 4.50 (75% with fl. buds) |
| 7 to 8 ft., B&B | 5.50 (100% with fl. buds) |
| 8 to 9 ft., B&B | 6.50 (100% with fl. buds) |
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| 6 to 8 ins. | 14 1/2c |
| 8 to 10 ins. | 20c |
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Also Golden Pfitzer, Glauca Hetzi, Greek, Andorra, Ashford, Compacta and Procumbens Junipers; Taxus Cuspidata, and Taxus Capitata.

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MEANS
PLUS PROFITS!



ROSES, together with garden supplies and equipment, ring U. S. cash registers for over \$55,000,000. ROSES were bought by 1 out of every 4 single-dwelling families last year and 32% of the buyers purchased five or more bushes.

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Used for over 20 years to reduce wilting and setback of transplanted broad-leaved and coniferous evergreens, deciduous trees, flowering shrubs, etc. Safe on plant tissue; paint or spray it. Extend transplanting and landscaping through hot weather.

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30-gal. drum... 37.50 1-gal. can 3.00
All prices F.O.B. Philadelphia, Pa.

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who will discuss "Retaining Organic Matter in Our Nursery Soils." Mr. Rubins will be followed by Benjamin Brown, professor of agronomy, who will discuss the advantages and limitations of soil testing. The session will continue with a talk on "Control of Diseases in the Propagation Bench," by Albert Diamond, head of the department of plant pathology at the Connecticut agricultural experiment station. John Schread, entomologist at the experiment station, will conclude the morning session with an address on the control of insects in the propagation bench.

After a recess for luncheon, the sessions will resume in the afternoon, with the final address of the course to be delivered by John L. Creech, superintendent of the United States plant introduction garden, at Glenn Dale, Md. Mr. Creech will speak on "Propagating Difficult and Uncommon Plants."

CHRISTMAS TREE MEETING

The first annual meeting of the Indiana Christmas Tree Growers' Association will be held in the Horticultural building, Purdue University, West Lafayette, Ind., January 6, 1953. I. J. Mathews, Gary, president of the association, will preside at the meeting.

The meeting will open with a round-table discussion on hand and machine planting techniques, with Carl Gjemre, Carl Carpenter and Warren Palmer as discussion leaders. The Indiana division of forestry will exhibit various types of planting machines in connection with this discussion. Following this, Carlyle Leslie will demonstrate the pruning of various species of evergreens.

After luncheon a business meeting will take place, which will feature committee reports and election of officers. This will be followed by a discussion of the 1952 marketing situation, with F. C. Gaylord as moderator. John T. Ashworth will then lead a discussion on weed and brush control. The sessions will conclude with a panel on "Availability of Nursery Stock for 1953," to be conducted by Richard Rambo, C. R. Mathews and W. E. Nodwell.

The day will be climaxed by a fellowship dinner, at the Purdue Union building, with entertainment.

MARGARET HERBST, public relations counsel, has been named consultant in public relations activities concerning Krilium soil conditioner and other products handled by Monsanto Chemical Co.'s merchandising division, St. Louis, Mo.

SOIL NITROGEN DEFICIENCY

Rotting sawdust, added to the soil, does more harm than good unless it is supplemented with extra nitrogen, according to E. E. Barnes, agronomist at the Ohio agricultural experiment station, Wooster, O. He said any form of decaying wood causes nitrogen hunger in crops growing on that soil. The reason is that organisms causing the decay require more nitrogen for their body economy than the material can supply. They take it from the soil and compete with the crop.

Using corn as a basic test crop, Mr. Barnes learned that the nitrogen deficiency could be overcome by adding sulphate of ammonia along with sawdust. The rate used was 200 pounds of sulphate to seven and one half tons of wet sawdust per acre.

Barnes said that rotting sawdust, used in this fashion, did help build the organic content of the soil and resulted in a slightly higher crop yield. This yield was partially due to the fact that the nitrogen was slightly in excess of that needed to balance the carbon in the sawdust. Without sulphate of ammonia sawdust was actually a detriment.

SOIL REACTION IMPORTANT

The reaction of your soil, measured in pH values, is an important indication of the soil's condition, according to Dr. G. M. Volk, of the soils department of the Florida agricultural experiment station, Gainesville.

Soil reaction indicates how acid or how sweet the soil is. The pH scale is a simple numerical measure of the soil reaction. At pH 7.0 the soil is neutral. Below this number, the soil is acid; above, it is alkaline.

The relative acidity of the soil plays a large part in the action of fertilizer. Plant nutrients such as potassium, ammonia, nitrogen, magnesium and calcium, applied as fertilizer salts, leach faster from acid soils than from more nearly neutral ones. Phosphorus is less available in acid soils, while the availability of copper, zinc, boron and manganese is lower at high pH levels.

Some form of lime is generally used to raise soil pH to a favorable level. The benefits from liming highly acid soils are usually marked, Dr. Volk points out. The effect of liming only moderately acid soils may be hard to see. One may obtain results only as improvement in the nutritive value of feed or in better fertilizer economy. Overliming should be carefully avoided. The correction of overliming is costly, and yields may be seriously reduced.

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Juniperus Hetzi Glauca
Juniperus Pfitzeriana Compacta
Juniperus Pfitzeriana Nana
Juniperus Pfitzeriana Virginiana
Juniperus Sabina
Juniperus Sabina Vonehron
Juniperus Virginiana Canaerti
Juniperus Virginiana Dundee
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Juniperus Virginiana Rependens
Pinus Nigra
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Ilex Opaca East Palatka
Ilex Rotundifolia
Ilex Vomitoria
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| BARBERRY, ATROPURPUREA | 15.00 |
| CHERRY LAUREL | 12.50 |
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| VIBURNUM TINUS | 15.00 |

CAMELLIAS, heavy, name variety, 3-in. pots for landscape and understock 30.00

CAMELLIAS, heavy, standard varieties, 3-in. pots 40.00

SASANQUA CAMELLIA, standard variety, 3-in. pots 20.00

SASANQUA CAMELLIA, choice varieties, 3-in. pots 35.00

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FLOWERING SHRUBS

| Tsuga Canadensis and Ilex Opaca | | | |
|---------------------------------|--------|---------|----------|
| 6 to 8 ins., | Per 10 | Per 100 | Per 1000 |
| 2-yr., T. | \$1.50 | \$12.00 | \$100.00 |
| 8 to 12 ins., | | | |
| 2-yr., T. | 2.00 | 17.00 | 150.00 |
| 12 to 18 ins., | | | |
| 2-yr., T. | 3.00 | 25.00 | |

Hydrangea Paniculata
Grandiflora

| | | | |
|----------------|-----|------|-------|
| 6 to 12 ins., | | | |
| 1-yr., C. | .80 | 7.00 | 40.00 |
| 12 to 18 ins., | | | |
| 1-yr., C. | .95 | 8.50 | 75.00 |

Spirea Vanhouttei

| | | | |
|----------------|-----|------|-------|
| 6 to 12 ins., | | | |
| 1-yr., C. | .40 | 3.50 | 30.00 |
| 12 to 18 ins., | | | |
| 1-yr., C. | .70 | 6.00 | 50.00 |
| 18 to 24 ins., | | | |
| 1-yr., C. | .95 | 8.50 | 75.00 |

Cornus Florida

| | | | |
|-----------------------|------|-------|-------|
| 2 to 3 ft., light br. | 2.50 | 20.00 | 18.00 |
| 2 to 3 ft., heavy br. | 5.00 | 40.00 | |

NATIVE TREES AND EVERGREENS

Acer Rubrum, Acer Saccharum
and Cercis Canadensis

| | Per 10 | Per 100 | Per 1000 |
|----------------------|--------|---------|----------|
| 4 to 5 ft., well br. | \$4.50 | \$40.00 | |
| 5 to 6 ft., well br. | 6.00 | 55.00 | |
| 6 to 8 ft., well br. | 7.50 | 70.00 | |

Rhododendron Maximum,
Kalmia Latifolia, Ilex Opaca,
Tsuga Canadensis,

| | | | |
|-------------------|------|---------|------|
| 3 to 6 ins., S. | 2.50 | \$20.00 | |
| 6 to 9 ins., S. | 3.50 | 30.00 | |
| 9 to 12 ins., S. | 5.50 | 50.00 | |
| 12 to 18 ins., S. | 7.00 | 65.00 | |

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| Aml Quinard | Kaiserin Auguste | |
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| Editor McFarland | Mrs. Pierre S. du Pont | |
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| CLIMBERS: | \$6.50 | \$60.00 |
| Climbing American Beauty | Dr. W. Van Fleet | |
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| | 10 to 20 to | Each |
|---|-------------|---------|
| Capistrano—Patent | | |
| No. 992 | \$1.25 | \$1.12½ |
| Charlotte Armstrong—Patent | | |
| No. 455 | 1.10 | 1.00 |
| Forty-niner—Patent | | |
| No. 792 | 1.25 | 1.12½ |
| Grande Duchesse Charlotte—Patent | | |
| No. 774 | 1.00 | .87½ |
| Helen Traubel—Patent | | |
| Applied for | 1.50 | 1.37½ |
| Lowell Thomas—Patent | | |
| No. 595 | 1.10 | 1.00 |
| Mirandy—Patent | | |
| No. 632 | 1.10 | 1.00 |
| Nocturne—Patent | | |
| No. 713 | 1.10 | 1.00 |
| Peace—Patent | | |
| No. 591 | 1.40 | 1.25 |
| San Fernando—Patent | | |
| No. 785 | 1.00 | .87½ |

SHADE TREES—See our ad, American Nurseryman, December 1, 1952.

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REALISTIC PRICING

[Continued from page 9]

the whole industry on a higher plane. We must all recognize the dignity and importance of the business.

A nurseryman once hauled a load of trees to a local asylum. One of the inmates was assigned to help him unload. Pausing to rest, the nurseryman, in order to make conversation, asked:

"Did you ever work in a nursery?"

"Oh yeah, I worked in a nursery once."

They worked awhile longer, and then the inmate said to the nurseryman, "You ever live in an asylum?"

"No," said the nurseryman, "I never did."

"Well," replied the inmate, "I can tell you one thing. It beats working in a nursery."

Are you "sold" on the nursery business? Is it merely a means of livelihood (which is essential) or do you also look upon it as your opportunity to render service to mankind by bringing beauty to the world and helping to blot out some of its ugliness, of which there is all too much? Unless we are convinced of the dignity, importance and indispensability of our vocation we can never properly evaluate our products and our services.

How the Nurseryman Serves

Perhaps the easiest way to convince ourselves is to consider what the lack of our products would do to our civilized world. Imagine a city or countryside without street or shade trees, hedges, rose gardens, perennial borders, foundation plantings; without orchards, vineyards or berry patches, windbreaks or parks. It is a bleak prospect. Nurserymen are rendering a wonderful service in adding to the comfort, happiness and spiritual uplift of mankind. We should all be proud of it.

Man has an innate craving for beauty. His concept of the ultimate in beauty always involves a garden—with trees, shrubs and flowers. We read in Genesis, second chapter, "And the Lord planted a garden eastward in Eden; and there he put the man whom he had formed. And out of the ground made the Lord God to grow every tree that is pleasant to the sight and good for food; the tree of life also in the midst of the garden." The worst thing that could happen to man was to be ejected from this garden.

"It's not a home until it's planted" is not an empty slogan. It embodies the desires of every homeowner to surround himself with the comfort-

MAGNOLIA SOULANGEANA

| | Per 10 | Per 100 |
|------------------|---------|----------|
| 2 to 3 ft., BR. | \$12.50 | \$110.00 |
| 3 to 4 ft., BR. | 20.00 | 175.00 |
| 4 to 5 ft., BR. | 27.50 | 250.00 |
| 3 to 4 ft., B&B. | 25.00 | 225.00 |
| 4 to 5 ft., B&B. | 32.50 | 275.00 |
| 5 to 6 ft., B&B. | 40.00 | 350.00 |
| 6 to 8 ft., B&B. | 50.00 | 450.00 |

Heavy field-grown stock, well-budded, for November-December delivery at these special prices, F.O.B. our nurseries. B&B stock loaded on your truck or for truck or car load shipment. BR stock packed for shipment at no extra cost.

Write for descriptive price list on lining-out and finished stock of Azaleas, Camellias and other ornamentals.

OVERLOOK NURSERIES, INC.

Crichton Station

MOBILE, ALA.

CHINESE CHESTNUT TREES

Seedlings

Grafted Trees

We offer only the Peter Liu strain of Chinese Chestnut trees which produced the Nanking, Meiling and Kuling varieties. We give you the advantage in price of our long growing season and cheap labor in addition to the proven quality of our trees. Your inquiries are invited.

LEELAND FARMS

Leesburg

Georgia

AZALEAS

Broad-leaved Evergreens and a general line of quality ornamentals.

THE TANKARD NURSERIES

EXMORE, VA.

Specializing in B&B Evergreens

BROADLEAFS and CONIFERS

Catalog on Request.

LINDLEY NURSERIES, Inc.

P. O. Box H

GREENSBORO, N. C.

Old English BOXWOOD

(Wholesale Only)

SELLING OUT. Specimens 20 x 16 ins. and up; also very large specimens. No smaller stock left. Special discounts on carload or truckload orders. Prices on request. Inspection invited.

BOXWOOD GARDENS

Mrs. R. P. Royer

High Point, N. C.



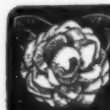
FINISHED
STOCK & LINERS

LAIRD'S NURSERIES

Route 2
RICHMOND, VA.
5 mi. west of city
on Broad St. Road

MORNING STAR NURSERY

Rives, Tennessee
Wholesale Growers
Evergreens, Trees
Deciduous Shrubs, Roses
Send us your want list



SEMME'S NURSERIES

AZALEAS - CAMELLIAS
and other choice evergreens

Wholesale Catalog SEMMES, ALA.

ing beauties of nature. In the words of our American poet, Lowell, "The landscape, forever consoling and kind,

Pours her wine and her oil on the smarts of the mind."

The nurseryman produces the pigment with which the landscape gardener creates his beautiful pictures. What a dreary world this would be without our plantmen!

A workman is worthy of his hire. When we need a plumber, painter, electrician, carpenter or mason we do not expect to hire him for peanuts. If he is a good workman it has taken him a long time to learn his trade and he is entitled to good wages. It also takes a long time to learn how to grow good nursery stock. Creating and executing a good landscape plan requires long training and experience. Are the producers of nursery stock and the creators of landscapes any less important in the development of a home than the carpenters, bricklayers or painters? Why do we have such a low opinion of our art that we do not require compensation commensurate with that of other artisans?

I know there are many growers of poor nursery stock, as well as inexperienced landscape planters. But I also know there are plenty of inept workmen among the electricians and painters and plumbers. These poor workmen do not establish the pay scale for their trades, however, so why should an unskilled landscape planter establish the prices for the landscape men who know their business?

Most people not only prefer to employ the best artisans and artists, but are willing to pay them what they are worth, knowing that their services really are the most economical.

Some Pertinent Observations

When I say that we must receive more for our products, in other words higher prices, some of you will immediately think of many difficulties in the way of accomplishing this. Before going into the matter of prices, therefore, I would like to make a few comparisons that may help you to realize that the nursery business is operating on too low a price level.

I made a study of a recent issue of a garden magazine, one that has a circulation in the millions. It was a spring issue, in which you would expect to see the most nursery ads. In this issue were several full-page ads of picture windows through which you could see beautifully landscaped yards. One full-page ad in color was offering a garden book. One ad for a garden fertilizer occupied a full

PFITZERS

TEXAS PFITZERS ON NORTHERN MARKET ARE NOT EXPENSIVE

700 18 to 24-inch plants per car, \$2.25 per plant, and not more than 35c freight to Chicago and vicinity; total, \$2.60 delivered.

Now that's not bad —

ALSO

15 to 18-in. size, at Scottsville, \$1.65

24 to 30-in. size, at Scottsville, 2.75


By the way, our sacks are treated to last at least 4 months in a heel yard.

VERHALEN NURSERY

Company

SCOTTVILLE • 12140 HARRY HINES BLVD.
TEXAS • DALLAS, TEXAS

Your Profits Grow in Verhalen Plants



J. R. Boyd, President John T. Boyd, Vice-president
H. B. Stubblefield, Supt.

FOREST NURSERY CO.

McMinnville, Tenn.

Established 1887 Long Distance Phone No. 234

Growers and Wholesale Dealers

**SHRUBS, FOREST and SHADE TREES,
EVERGREENS, VINES and CREEPERS**

Trade list mailed on request.

We Offer

OUR USUAL SUPPLY OF NURSERY STOCK

| | | |
|-------|--------|---------|
| Apple | Peach | Pear |
| Plum | Cherry | Apricot |
| Figs | Grapes | Pecans |

June Bud Peach
Japanese Persimmon
Ornamental and Shade Trees

Send us your want list;
write for prices.

COMMERCIAL NURSERY CO.

Nicholson Bros. DECHERD, TENN.

Attention Southern and Southwestern Dealers!

PACKAGED ROSEBUSHES *Field-Fresh!*

TWO beautiful packages, ROYAL ROSE and RANCH HOUSE ROSE. Triple-ply moistureproof bags, machine-packed, AARS winners and standard varieties. Dependable wholesale grower for 30 years. Write for PRICES AND STOCK LIST—use business letterhead, please!

ARP

NURSERY CO.
Box 867-R
TYLER, TEXAS



CHARLES SIZEMORE

319½ Georgia St. Louisiana, Mo.

Collector of past-due notes and accounts any place in the United States and foreign countries—Rates as below:

18 per cent on first \$300.00.
15 per cent on next \$200.00.
10 per cent on amount above \$500.00.
Minimum Commission, \$9.00, except on claims \$18.00 or less, 5¢ per cent.
Where suit is necessary a minimum suit fee of \$7.50 is added, but in no case is the fee more than 50 per cent.

NO COLLECTION—NO CHARGE

Freight bills not over two years old checked for 35 per cent of any amount found. Nothing found, no charge.
It takes just three cents to mail your claims. We do the work and furnish postage.

**Broad-leaved
Coniferous Evergreens
Deciduous Magnolias**

Write for complete price list.

T. G. OWEN & SON, INC.
Columbus Mississippi

HEEMSKERK & Co.'s BULBS

229 Oak St., Ridgewood, N. J. Telephone: RI. 6-8018

Imported from Belgium—Now Available

GLOXINIAS

Emperor Frederick, scarlet, white-bordered.
Emperor Wilhelm, violet, white-bordered.
Etoile de Feu, scarlet.
Hollywood (NEW), soft violet, extra-large flowers.
Mont Blanc, pure white.
Prins Albert, dark violet, white throat.
Roi des Rouges, dark crimson.
Tigrina, spotted and stained hybrids.
Violacea, soft violet.

1 1/4 to 1 1/2 ins., \$ 7.50 per 100, \$ 65.00 per 1000.
1 1/2 to 2 ins., 13.00 per 100, 125.00 per 1000.
2 ins. and up, 20.00 per 100, 190.00 per 1000.

TUBEROUS BEGONIAS (Belgium-grown)

Double-flowering Camellia type, red, scarlet, rose, orange, salmon, white, yellow and copper.

1 1/4 to 1 1/2 ins., \$ 5.00 per 100, \$ 45.00 per 1000.
1 1/2 to 2 ins., 9.00 per 100, 75.00 per 1000.
2 ins. and up, 14.00 per 100, 125.00 per 1000.

All sizes indicate approximate diameter.
Terms: F.O.B. Ridgewood, N. J.; 2% discount for cash with order.

Ask for our Gladiolus Wholesale Price List.

Juan R. Congdon Nursery

CONTRACT GROWING A SPECIALTY

Wholesale

Since 1918

NORTH COLLINS, N. Y.

Owned and operated by Ivan R. Congdon

Grapevines, 1 and 2 years old
Blackberries, Currants and Shrubs
Black and Purple Raspberries, Tips and Transplants
Red Raspberries, No. 1 and Transplant Grades

Grown in the heart of Erie County, New York,
one of the largest small fruit sections in the world.

WE OFFER . . . Our General Line of SMALL FRUIT PLANTS

Let us quote on your
requirements.

L. J. RAMBO'S WHOLESALE NURSERIES
Bridgman, Michigan

SMALL FRUIT PLANTS

We again offer our complete line of

Grapes

Currants

Berry Plants

FOSTER NURSERY CO., Inc.
69 Orchard St. Fredonia, N. Y.

FRUIT TREES

Dwarf and Standard

Send for Wholesale List

KELLY BROS. NURSERIES, INC.
Dansville, N. Y.

ALL BREEDS CHOICE A REVOLUTION IN CUT FLOWERS

Resembling Orchids, the noble blooms
of the new

Streptocarpus Wiesmoor Hybrids
should bring outstanding profits. We
predict they will be sensationally suc-
cessful.

Originator's Tr. Pkt. (imported), \$1.75;
10 Tr. Pkts., \$15.00.

AMERICAN BULB Co.

1335 W. Randolph St., CHICAGO 7
31 West 27th Street, NEW YORK 1



DOORNBOSCH BROS. INC.

Wholesale
Bulb Growers
ROCHELLE PARK, N. J.

SEEDS

Collectors of Tree, Shrub and
Wild Flower Seeds
Crude Drugs and Ornamentals

E. C. MORAN, Stanford, Mont.

SEEDS

of Northern Evergreens

List sent on request.

K. J. BRADEN
Box 187 MILTON, N. H.

page. Ironically enough, it was the ad of a nurseryman. His own products were advertised in the same issue in the space of only a few inches. There were large ads on insecticides, rose sprays and garden tools.

The point is that all of these things depend upon the products of the nurseryman or they would have little or no market at all. On the other hand, there was not a single nursery ad in the entire 300-page magazine larger than six inches, only a small fraction of a page. The only conclusion that I can draw is that the nursery industry cannot afford the larger ads and the color pages used by the accessory industries. It is a plain case of the tail wagging the dog.

Prices of Nursery Stock

Now for the prices themselves. Some of you have not been in business long enough to realize fully what has happened to prices of nursery stock. "Uncle" Henry B. Chase, dean of the nursery business, president of the 63-year-old Chase Nursery Co., Chase, Ala., a well-known, highly respected wholesale nursery, made a table showing his firm's wholesale prices on a group of important nursery items covering the past 45 years. With his permission, we are reproducing on pages 8 and 9 a portion of this table, covering the years 1921 to 1951, inclusive. You will find it an edifying experience to study this table item by item and year by year for the entire 30 years represented.

Can anyone say the nursery business has inflated prices? We oldsters are receiving just about the same prices today for roses, shrubs and privet that we received 30 years ago. Figures released by the American Association of Nurserymen show that by 1950 wholesale prices for ornamental stock had increased 220 per cent based on 1940 prices. Now consult the table and note how low the prices were in 1940. They had not yet begun to climb out of the doldrums of the depression years. A more realistic figure would be the percentage of increase since 1921. A little figuring will show you that it is only 14 per cent!

What has happened during this time to prices on commodities that you buy? I think you are pretty well aware of this, but just to refresh your memory, here are a few examples: In 1921 you could buy at advertised prices: Coffee, 25 cents a pound, or 3 pounds bulk for 50 cents; hamburger, 18 cents a pound; beef roast, 25 cents a pound; pork, 15 cents a pound; bacon, 20 cents a pound; but-

ter, 40 cents a pound; soda crackers, 16 cents a pound; 20 bars white soap, \$1; standard make typewriter, \$39; Turkish towel, 19 cents; lump coal (delivered), \$8.50 per ton; Hart Schaffner & Marx suits, \$35; Ford roadster, \$405; Chevrolet touring car, \$620, and a Buick 4-door sedan, \$1,055.

Nursery stock prices are not based on costs. Few nurserymen really know what it costs to produce nursery stock. More attention needs to be paid to the development of a practical working system for determining costs in a nursery that produces hundreds of items.

How Are Prices Determined?

Did you ever think about how nursery stock prices are determined? Give it a little thought, and you will soon realize that it is a crude process.

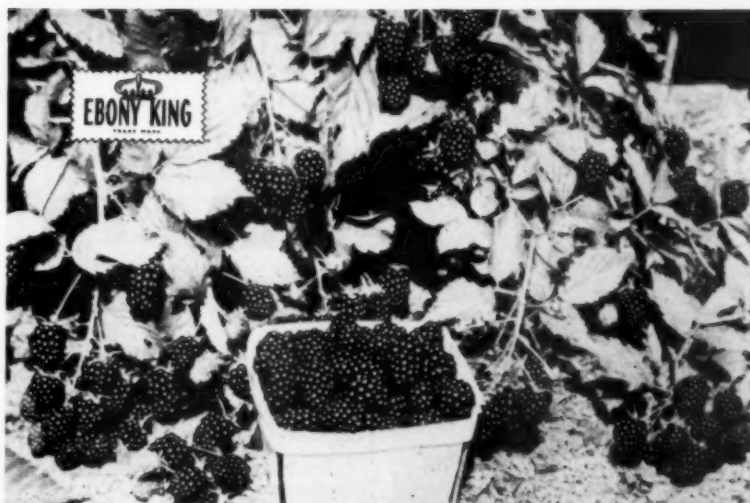
Farm prices are affected by crop reports—government and private. The prediction of a short crop will boost prices; the prospect of a bumper crop may depress them. At present many farmers enjoy the advantage of price supports—at public expense.

The wholesale nurseryman has neither the aid of crop reports, nor the benefit of price supports. When he begins the task of establishing his prices for the season he starts with his prices for the previous season. Then he gives thought to such considerations as his own supply, his idea of the other fellow's supply, the probable demand, where he thinks his competitor will put his price, how much he thinks the customer would be willing to pay, the new markets he hopes to develop, etc. You can readily see that these are all highly speculative, yet that is exactly the process by which wholesale prices are determined.

The retailer who buys his stock has more definite information on which to base his prices, because he knows exactly how much his merchandise costs him. He has to establish his retail price high enough to cover transportation expense, overhead, selling costs and losses and leave him a fair profit. It is the retailer's prices that give the public its idea of the value of nursery stock.

Because of the unusual risks involved in his business, the nurseryman is entitled to a much higher percentage of profit than purveyors of nonperishables. The florists have long recognized this principle, and we would do well to emulate them in our pricing.

We have a valuable, indispensable product that everyone wants. Why not price it high enough to cover the



EBONY KING BLACKBERRY

A sensational new, hardy, upright blackberry, guaranteed to bear large luscious berries year after year. A very heavy-producing variety of the Eldorado type. Picks very easily, as it does not adhere to the stem.

| | 10 | 100 | 1000 |
|--------------------------------|--------|---------|----------|
| Ebony King, transplants..... | \$2.00 | \$17.50 | \$150.00 |
| Ebony King, root cuttings..... | 1.50 | 12.00 | 100.00 |

Refer to the November issues for our complete Price List.

KRIEGER'S WHOLESALE NURSERY

Phone: Bridgman 22

BRIDGMAN, MICH.

BEARING-AGE FRUIT TREES BIG 5-YEAR GIANTS

These big, sturdy trees will run from 1 1/4 to 1 3/4 ins. They are available in **Bartlett Pear**, **Shropshire Damsen Plum** and **Orange Quince**. We will dig either B&B or bare-root. They will sell on sight.

OTHER FRUIT TREES

Our fruit trees are up to our very high standard in spite of the dry season. Most standard varieties are available, including dwarf pears and **Hunter Nectarine**.

LINING-OUT STOCK

Hard and soft wood rooted cuttings and seedlings for lining out are available. Write for our list.

ILGENFRITZ NURSERIES, INC.

THE MONROE NURSERY

MONROE, MICHIGAN

Certified BLUEBERRY PLANTS

One-year rooted cuttings, \$8.00 per 100;
\$70.00 per 1000. 15 Varieties.

A. G. AMMON

Box 14

CHATSWORTH, N. J.

SMALL FRUIT PLANTS

Evergreens—Shrubs
Asparagus—Rhubarb
Send for Complete Trade List.

W. N. SCARFF'S SONS
NEW CARLISLE, O.

FIRST SHIPMENT ARRIVING FROM EUROPE



We ship the day your order is received

Rare **CLIVIA MINIATA**

Bare-rooted Bulbs—specially prepared for pot planting.

These Clivia hybrids range in color from orange-red to scarlet.

A rare opportunity to obtain these unusual plants—SUPPLY IS LIMITED—THE SOONER YOU ORDER, THE SOONER YOU CAN POT.

3 for **\$6.00** 12 for **\$20.00**
100 for **\$160.00**

F.O.B. ROSLYN HEIGHTS, N. Y.

STASSEN FLORAL GARDENS, INC.

Dept. 31, ROSLYN HEIGHTS, N. Y.

The Homestead Nurseries

H.G. Benckhuysen. **Boskoop, Holland**

Azaleas, Rhododendrons, Magnolias, Peonies, Ornamental Trees and Shrubs, Perennials — Quality Stock in All Leading Varieties. Trade catalog on request.

JAN SPEK NURSERIES — Boskoop, Holland

Est. 1890

Growers and exporters of general nursery stock.

Specialists in Azalea mollis

Rosa multiflora japonica, rooted cuttings.

Ask for our catalog.

Holland-Grown Nursery Stock

Shrubs and Trees
including liners.
Rhododendrons and Azaleas
Hardy Perennials
Peonies

NOVELTIES IN ALL LINES
Ask for wholesale catalog.

F. J. Grootendorst & Sons

BOSKOOP, HOLLAND

Growers and exporters since 1903

Maurice C. Ravensberg - Boskoop, Holland

Reliable firm for general Nursery
Stock and Belgian plants.
Catalog on application.

VUYK VAN NES BOSKOOP HOLLAND

Originators of Azalea Vuyklana.
Growers of choice Nursery Stock.
Please direct your correspondence to:
140 CEDAR ST. NEW YORK 6, N. Y.

WRITE FOR DESCRIPTIVE CATALOG ON **DUTCH and NATIVE Grown SPRING and FALL BULBS NEAL BULB CO.**

Phone: 15-18 Ellis Ave.
Fairlawn 6-0495 **FAIRLAWN, N. J.**
Ask for "SPECIAL" Counter-Sale Folder.

PRONOUNCING DICTIONARY of Plant Names

64 pages, 3000 names, **25c** per copy
American Nurseryman Chicago 4.

FA. LE FEBER & CO.

BOSKOOP, HOLLAND
Established 1907

Wholesale Nurseries
Growers of

ACER **AZALEA**
CLEMATIS **EVERGREENS**
MAGNOLIA **RHODODENDRON**
LINING-OUT STOCK

risks and uncertainties of the business, to give the purchaser a fair criterion by which to judge the worth of his purchase and to guarantee to nurserymen a better return for their contribution to society?

Obtaining Higher Prices

I know that some of you will say that you cannot obtain higher prices. You will say that customers will not pay more than \$1 for a shrub, \$1.25 for a rosebush or \$10 for an evergreen. Who told the customers that a shrub was worth only \$1 or a rose only \$1.25? No one but the nurserymen themselves. We set the prices, and we educate the public to them in our price lists, catalogs, advertisements and sales talks.

Let me ask you this: How do you know how much a car is worth, or a refrigerator, a television set, a suit of clothes, a house or a can of beans? Your idea is not based on any study you made yourself, but on what the producer tells you in his literature, ads and sales talks. He bends all his efforts toward creating a desire for his product, a desire so strong that the price becomes a secondary matter. Witness the vast number of homeowners who "could not afford" to landscape their homes, but who now own expensive television sets.

Now I maintain that if we as an industry could grasp the real importance of our vocation and ascribe to it the dignity that it deserves we would have the courage to ask for our products what they are worth.

Let us consider what goes into the production of nursery stock. First there are the skill and knowledge required for propagation. The raw material costs but little, but so does the material required for a watch spring. I wonder if it takes any longer to learn to make a watch spring than it does to learn to bud or graft skillfully.

Time is required to produce nursery stock. A little can be grown in one year, but most of it takes two, three, five or ten years. During all that time the nurseryman must spray, prune and cultivate and his capital is tied up.

Gambling is a big element in the production of nursery stock. You have to gamble on the market for one to 10 years in advance. Not only do you gamble on the kind of nursery stock people want, but on how much they will pay for it or whether they will buy it at all. You have to gamble on the weather. As gamblers, most other businessmen are pikers compared to the nurseryman.

Lastly you should not forget that nursery stock is the only product that

increases in value from year to year instead of decreasing in value like manufactured products. Our job is to make the consumers want our products and want them so badly that they will pay the price.

What About Your Competitors?

When you raise prices there are always some who will be below you. It has always been that way, and probably always will be. But when you raise your prices, the price cutter, who wants to make all he can, raises his, too. It has been my observation that the most successful nurserymen are the ones who offer good stock at fair prices and are too busy building their own businesses to worry about their competitors.

I realize that what I have been advocating could not be accomplished by one nurseryman alone; it will have to come about through concerted effort. Some of the more courageous will have to lead the way.

Oldtimers in the nursery business remember when wholesale bills fell due only twice a year. Invoices for shipments made between June 1 and December 1 were payable December 1. Invoices for shipments made after December 1 and before June 1 were payable June 1. Thus, the wholesalers were acting as bankers for the industry. About 25 years ago a group of wholesalers decided to do something about this poor business practice, and changed their terms to 30 to 60 days. Following their lead, the whole industry fell in line so that now one seldom hears of the old June 1 and December 1 terms.

Let us all remember that if we want to attract young men to our industry, compete in the labor market and receive a fair return for our efforts we must raise our industry to a higher plane and put a higher value on our products.

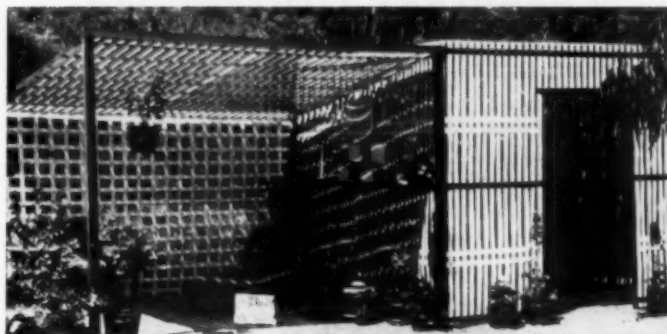
TREES TO BEAUTIFY TOWN

The town of Leechburg, Pa., is making its first venture in plant beautification with a project to plant one of its major business streets. The Leechburg area development organization's beautification committee selected the site and the town's borough council has undertaken to obtain funds for the project.

William Aupperle, nurseryman for the town's parks, outlined a plan for planting the street with various types of pines and spruces. He also offered to supervise planting and to care for the trees for one year. Boy Scouts will assist in the planting.

ALUMALATH

SHADING FOR EVERY PURPOSE



DIVERSIFIED USE OF ALUMALATH

LATH HOUSES—Large or small, AlumaLath assures perfect plant protection, for it gives uniform sun intensity control throughout the entire day. **ALUMALATH** is lightweight, long-lasting, fireproof (it is aluminum), easy to assemble and erect. Its high-gloss baked enamel finish adds beauty to any surroundings. Millions of feet of AlumaLath are in use for every type of shading—large nurseries use it for acres of coverage; small nurseries and florists for decorative plant protection; homeowners for patios and other home improvements for greater pleasure in outdoor living.

For shade and beauty, ALUMALATH is the buy.

HARRY H. REYNOLDS

2561 Valencia St.

SANTA ANA

CALIFORNIA

CUT-LEAF WEEPING BIRCH

(Betula Laciniata on White Birch)

Well-branched, very fibrous roots.

| | Each per 10 | Per 100 | Per 1000 |
|-------------|-------------|---------|----------|
| 4 to 5 ft. | \$2.25 | \$2.10 | \$1.00 |
| 5 to 6 ft. | 2.50 | 2.30 | 1.70 |
| 6 to 7 ft. | 2.60 | 2.50 | 1.90 |
| 7 to 8 ft. | 2.80 | 2.70 | 2.00 |
| 8 to 10 ft. | 3.00 | 2.90 | 2.50 |

NEW OTTAWA FLOWERING CRABS

Amisk, pink; Arrow, purple; Geneva, dark red; Makamik, rose; Scugog, purple; Sissipuk, rose and white.

All trees well-branched.

| | Each per 10 | Per 100 | Per 1000 |
|---------------|-------------|---------|----------|
| 18 to 24 ins. | \$0.55 | \$0.50 | \$0.40 |
| 2 to 3 ft. | .70 | .65 | .55 |
| 3 to 4 ft. | .85 | .80 | .70 |
| 4 to 5 ft. | 1.00 | .95 | .85 |
| 5 to 6 ft. | 1.25 | 1.10 | 1.00 |
| 6 to 8 ft. | 1.35 | 1.25 | 1.15 |

BROOKDALE - KINGSWAY NURSERIES

Bowmanville, Ontario, Canada



"Rite in the Rain" waterproof tree and plant labels have been tested by nurserymen and proved superior—easy to read—easy to use—longlasting. Ordinary pencil will not wash off and the labels will not damage plants and trees. Send for samples and prices.

J. L. DARLING COMPANY

BROWN'S POINT, TACOMA, WASH.

Trade mark registered U. S. Pat. Office

*A complete line of
Fruits, Nuts and Grapes
Shade Trees & Flowering Trees*

MODESTO ASH

SILVER MAPLE

STIRLING'S MULBERRY

EUROPEAN SYCAMORE

WHITE BIRCH

FLOWERING PEACH

FLOWERING PLUM



**We will Grow ANY
Variety on order!**



Write today for our wholesale price list and descriptive bulletins. Look to Stirling's for your Fruit tree, Grape vine, Flowering tree and Shade tree requirements.

Backed by 41 years of growing experience

**Stirling's
NURSERIES**

OFFICE and SALES YARD ON 99 HIGHWAY NORTH
PHONE 56 P.O. BOX 793 MERCED, CALIFORNIA

BALED SHINGLE TOW

(CEDAR SHAVINGS)

WM. A. JOHNSTON

1722 N. W. 15th St.

Portland 9, Ore.

COTONEASTER APICULATA CRANBERRY COTONEASTER

A hardy, prostrate variety that will survive where Cotoneaster horizontalis freezes back.

Bears the largest and most gorgeous berries of all the cotoneasters—brilliant glossy red—and plenty of them!

B&B, 2 to 2½-ft. spread... \$2.00 each B&B, 1 to 1½-ft. spread... \$1.60 each
B&B, 1½ to 2-ft. spread... 1.85 each From 4-in. pots... .50 each

Prices are F.O.B. San Jose. Where size of order justifies, we can nearly always arrange for combination car service to eastern and southern points.



FOR THE FINEST
IN BUSH AND CLIMBING ROSES,

ORDER FROM



MONTEBELLO ROSE CO.

Wholesale Only



Specializing in Hybrid Teas, Floribundas and Climbers. Featuring a complete list of the best known and loved Patented Varieties, including the 1953 A.A.R.S. Winners, and the new climbing Floradora.

Now is the time to order your roses for delivery in January, 1953. DON'T DELAY!

Write now for our new 1952-53 Catalog, illustrated in color.

MONTEBELLO ROSE CO.,

401 North Sixth St.

MONTEBELLO, CALIF.

Please Mention AMERICAN NURSERYMAN When Writing Advertisers.

EUROPEAN SYCAMORE

Available in Quantity Lots.

Write for Prices

DEL RANCHO FORTUNA

P. O. Box 548

McFARLAND, CALIF.

AMERICAN NURSERYMAN

SAN JOAQUIN MEETING

The official family of the California Association of Nurserymen paid a visit to the San Joaquin chapter on another leg of their tour across the state.

The occasion was the November meeting of the chapter, which was held at the Motel Fresno, November 20. The official party consisted of President Jack Evans, Executive Secretary Elmer Merz, Vice-president Jim Wilson, who brought along Mrs. Wilson as well, and Herman Sandkuhle, past president of the C. A. N. Jerry Vistica, president of the Superior chapter, was also on hand.

President Evans, in telling of his travels as the new state president, said that he never makes a call at a nursery without taking away at least one good new idea. He said he feels that the greatest reward of his state-wide trip has been the good-fellowship engendered between him and the many nurserymen he has spoken to. One of the strongest tools in the possession of the state organization, he stressed, is its effect in the field of public relations—selling the public on the value of nursery products and the advisability of buying them from association members.

Elmer Merz outlined some of the gains in association membership and told of his hopes that the group could eventually include 1,000 members. Mr. Merz thought that the problem of misleading advertising could best be handled on the level of the nation-wide American Association of Nurserymen, where advertising standards could be set up and guidance as to proper and improper advertising supplied to the advertising media. The state organization, he went on, is currently pressing for measures which would give the state bureau of nursery service the power to inspect and reject substandard plant material in interstate commerce. The state association is also vigorously representing the nurserymen's interest in the matter of taxes and trying particularly to obtain a clarification of the "use" tax. Mr. Merz added that membership signs are still available to members for \$5 for each 24x26-inch sign.

Bob Hahn, of the Pacific Guano Co., Berkeley, presented Andy Caglia, president of the San Joaquin chapter, with a bell-gong with which to call meetings to order. The chapter voted to send thanks to the Pacific Guano Co. and to Lee Davidson, manager of the company's garden division.

Syd Whitehorn, chapter trouble-

shooter, moved that something be done to prohibit the selling of patented roses at below the established patent prices. He also announced that life insurance policies would be available to the membership after January 1, through the association's group insurance representative Pressley Jones, provided the chapter adopts the association's insurance program.

Two new members were accepted into the chapter at this meeting, they are S. C. Sherwood, Santa Rita Nursery, Dos Palos, and L. F. Thornburgh, Corcoran Nursery, Corcoran.

The meeting closed after President Caglia appointed his public relations committee, consisting of Syd Whitehorn and Willis Stribling, whose job it is to notify the local newspapers of the chapter's activities. Cliff Oliver was thanked for his table decorations.

Ivan L. Stribling, Sec'y.

CALIFORNIA EXHIBIT

California State Polytechnic College, San Luis Obispo, exhibited a floral replica of its Administration building, tower and clock at the first international flower show, held at the Civic Auditorium, San Francisco, November 22 to 29.

"Time Courtesy of California State Polytechnic College" was the theme given to the unusual 5-foot-tall miniature exhibit. Yellow chrysanthemums covered the miniature building, with the clock, which chimed on the hour and half hour, outlined in red carnations.

All flowers, including the gold chrysanthemums based around the replica, were grown on the college campus. Ornamental horticulture students did the construction, under the direction of Ed Mattson, ornamental horticulture instructor.

Complete with lawn, sidewalks and the name plate, "California Poly," the flowery showpiece was 10 feet square. The building was landscaped in a tropical setting.

SMITH NURSERY EXPANDS

Rare plant and garden sculpture exhibits were on display recently at the R. W. Smith Co., nursery and landscape firm, at Pasadena, Calif., in celebration of the completion of the establishment's expansion program at its main store and of the opening of a retail division, which offers the public a line of garden supplies, unusual plant specimens and ornaments.

The show, which took six months to assemble, featured new 1953 rose



Hang up your stocking.

Old Santa Claus is due.

Look at the packages

Intended just for you!

Delightful gift surprises

And goodies galore

Yuletide season brings once more!

Grranny's sweet face and peaceful smile

Reflect the Christmas time joy of

Each dimpled little girl and

Every wide-eyed little boy.

There's fun and excitement—not without reason:

Inside gaily-wrapped parcels

New thrills are in store.

Good neighbors and friends

Send heartfelt wishes this holiday season!

WEEKS WHOLESALE ROSE GROWER

Ollie and Verona

SHADE TREE LINERS

Betula Pendula
(European White Birch)
Per 1000

| | |
|---------------|---------|
| 6 to 9 ins. | \$25.00 |
| 9 to 12 ins. | 35.00 |
| 12 to 18 ins. | 45.00 |
| 18 to 24 ins. | 55.00 |
| 2 to 3 ft. | 65.00 |

Robinia Pseudoacacia
(Black Walnut)

| | |
|---------------|-------|
| 9 to 12 ins. | 10.00 |
| 12 to 18 ins. | 20.00 |
| 18 to 24 ins. | 30.00 |

Catalpa Speciosa
(Northern Catalpa)

| | |
|---------------|-------|
| 9 to 12 ins. | 15.00 |
| 12 to 18 ins. | 25.00 |
| 18 to 24 ins. | 35.00 |
| 2 to 3 ft. | 45.00 |

Ulmus Parvifolia
(Chinese Elm)

Ulmus Pumila
(Siberian Elm)

| | |
|---------------|-------|
| 9 to 12 ins. | 15.00 |
| 12 to 18 ins. | 17.50 |
| 18 to 24 ins. | 22.50 |
| 2 to 3 ft. | 35.00 |

POWELL VALLEY NURSERY

210 Southeast Vista Ave.
GRESHAM, ORE.

PACIFIC COAST NURSERY

2244 N. Skidmore Ct. PORTLAND 11, OREGON

Pioneering Seedling Growers on
the Pacific Coast Since 1914.

Specializing in Fruit Tree Seedlings and
Shade and Flowering Trees.

French Apple Seedlings, Str. and Br.
Domestic Apple Seedlings, Str. and Br.
Bartlett Pear Seedlings, Str. and Br.
Usuriensis Pear Seedlings
Mahaleb Cherry Seedlings
Maxzard Cherry Seedlings
Myrobalan Plum Seedlings
American Plum Seedlings
Angers Rooted Quince Cuttings
English Privet Cuttings

John Holmason & Sons, Props.

varieties, garden sculpture and its effectiveness in garden arrangements and many unusual and exotic plant exhibits. Evening visitors were treated to a showing of dramatic garden lighting. Garden and plant authority guides aided visitors with helpful hints.

SUPPORTS RED CROSS

Monrovia Nursery Co., Monrovia, Calif., is actively supporting the Red Cross program in its area, reports Martin Usrey, manager. Cliff Comstock, Monrovia personnel director, is conducting a first-aid class of 24 persons, of whom half are Monrovia Nursery Co. employees. Mr. Comstock is well-qualified for this important work, having been a teaching assistant in anatomy and physiology at University of California at Santa Barbara before joining the nursery's staff. He also conducted first-aid courses at Santa Barbara for zone wardens of the civil defense program.

NEW KALLMAN SALESYARD

The grand opening of Kallman's Garden Nurseries' second retail branch, at 1909 Cliff drive, on the Mesa, Santa Barbara, Calif., was held recently. Robert E. Kallman, son of owner Bert Kallman, has charge of the new retail salesyard, while Louis Egas manages the growing division of the business.

In the salesyard, display is stressed, and all plants are labeled and priced for self-service. In addition to the retail section, the new location contains a 10-acre growing area, where ornamentals are grown.

TO FEATURE FUCHSIAS

The new catalog of the Schmidt Nursery, Palo Alto, Calif., reports the firm hereafter will feature fuchsias. It explains that the nursery will continue to offer a few novelty geraniums and fewer pelargoniums. The change in the policy from geraniums and pelargoniums to fuchsias is explained by the comparatively low price on the two formerly main items of the firm, and the nursery's change from primarily wholesale to retail trade.

SAM A. RUSSO, owner of the Rancho Nursery, San Carlos, Calif., had his store's cash drawer robbed of \$100 recently as he was waiting on other customers in his nursery sales office.

FAIRFIELD NURSERY, Fairfield, Calif., has been sold by Drewry E. and Sarah L. Willis to Walter T. Conley and Beatrice L. Quinn.

MAHONIA AQUIFOLIUM

(Oregon Washington Holly-Grape)

A very beautiful evergreen shrub with large glossy leaves and yellow flowers conspicuously appearing in the spring and followed by dark blue berries; a most satisfactory broad-leaved evergreen for any place in the United States.

1-yr. seedlings, field-grown, row-run,
\$35.00 per 1000; \$5.00 per 100.

TRANSPLANTS—We are offering 1-year transplants in Mahonia Aquifolium (tall-growing).

\$15.00 per 100

All Mahonia shipped same day as dug. Also 40 acres of conifers and broad-leaved evergreens.

Send for wholesale price list.

TERMS—Check is requested before shipment; or will ship C.O.D. if preferred. All orders shipped via railway express.

SORRY, NO PARCEL POST

Place your order now for Spring, 1953, delivery.

CHENOWETH'S
MOUNT VERNON
NURSERY
MOUNT VERNON, WASH.

MILTON NURSERY CO.

C. Bert Miller, Pres. and Gen. Mgr.

MILTON Since 1878 **OREGON**

General Nursery Stocks
SPECIALTIES

BIRCH—Cutleaf Weeping
CHERRY—Japanese Flowering
CRAB—Flowering
ELM—Chinese (Ulmus pumila)
HAWTHORN—Paul's Scarlet
LOCUST—Moraine, Patent No. 836
MAPLE—Greenleaf Sycamore
—Purpleleaf Sycamore
—Norway (3 to 4 ft. and 4 to 5 ft. wh.)
—Red (Acer rubrum)
MOUNTAIN ASH—European
FRUIT TREE SEEDLINGS
ANGERS QUINCE—Rooted cuttings
Write for Our List
Our combination carlots to eastern distributing points save transportation cost.

America's Largest Selection

FLOWERING CRABS

40 varieties to choose from, including varieties such as:

Atrosanguinea **Hupehensis**
Dolgo **Purpurea**
Eleyi **Aldenhamsensis**
Oekonomierat **Echtermeyer**
(weeping)
Red Silver **Toringoides**
Also Fruit trees Shade trees
Shrubs

Send for Catalog. (Use your letterhead.)

RICH & SONS NURSERY
Hillsboro, Oregon

AUTUMN SALES

[Continued from page 10]

can be done in the fall as in the spring."

Festival Promotes Fall Sales

Martin Deane Wickett, reporting for the Capital Nursery Co., Sacramento, Calif., states:

"Two years ago we decided that fall gardening could stand some extra promotion, and to that end we created Capital Nursery's fall festival. This festival is promoted through extensive newspaper advertising.

"Out of many items advertised, only a few are reduced in price. The results of this promotion have been gratifying, both in direct business gained and in terms of new customers who have come to the nursery for the first time in response to this event."

Rainfall Affects Sales

Autumn sales about even with those of 1951 are reported by Juel L. Christensen, Christensen Nursery Co., Belmont, Calif.

"Our over-all sales for 1952 have fallen behind 1951, because of two and one-half months of continuous rainfall at the beginning of the year," continues Mr. Christensen.

"The items that have gained this fall are shade and ornamental trees, while fall bulbs have moved well because of the good planting weather we have enjoyed. We have maintained a consistent advertising schedule in local newspapers, as well.

"In general, we feel that increased operating costs have maintained a consistent lead over prices for nursery stock and the question develops, 'How much can we increase prices without setting up sales resistance from our customers?'"

Fewer People Made Purchases

Gordon E. Clavey, of Elmer Clavey, Inc., Highland Park, Ill., reports autumn, 1952, sales above those of the same period of 1951. Mr. Clavey does not attribute the increase to wider interest in fall planting, since he states that fewer people made purchases although the total amount of these purchases was greater than that of 1951. The gain in sales this fall was smaller than the gain experienced in the spring of 1952 over the spring of 1951.

Stresses Tree Planting in Fall

J. Grady Brown, Jr., general manager of the Dallas Nurseries Garden Center, Dallas, Tex., reports that spring sales are always larger than sales at any other time of the year. "We stress and push tree planting in the fall," states Mr. Brown, "because this period is ordinarily slow and we

PORTLAND WHOLESALE NURSERY CO.

306 S. E. 12th AVENUE

Avery H. Steinmetz

PORTLAND 14, OREGON

Paul E. Van Allen

**TO THE
NURSERY TRADE:**
For the Holiday Season
and the New Year—
Good Will, Health and
Prosperity

Quality Stock

CONIFERS AND BROAD-LEAVED
EVERGREENS
SHADE AND FLOWERING TREES
FRUIT TREE SEEDLINGS
FRUIT TREES
DECIDUOUS SHRUBS
VINES AND BULBS
PORTLAND ROSES
NURSERY SUPPLIES

Write for our Catalog

A MERRY CHRISTMAS
TO ALL
and
TO ALL
BEST WISHES

A. MCGILL & SON

FAIRVIEW, OREGON



We pay shipping costs on lining-out stock to all points in the United States, Canada and Alaska. No packing charge is made on either lining-out or balled stock.

SHERWOOD NURSERY CO.

EVERGREENS - Propagators & Growers

Wholesale Only

141 S.E. 65th Ave., PORTLAND 16, ORE.

F. A. DOERFLER & SONS NURSERY

150 N. Lancaster Drive

SALEM, ORE.

Phone 2-1322

**OREGON'S
BEST SOURCE OF
GOOD ROSES**

A complete list of HYBRID TEAS, CLIMBERS, BABIES and FLORIBUNDAS. Also, one of the most complete lists of patent varieties, including the A.-A. R. S. award winners.

SEND FOR OUR LISTS.

EASTERN REPRESENTATIVE:

FRANK C. DONOVAN
130 EAST 233rd ST.
EUCLID 23, OHIO

PETERSON & DERING
ROSE GROWERS

Scappoose, Oregon

'TIS THE MONTH BEFORE CHRISTMAS
WHEN ALL NURSERYMEN
ARE CHECKING THEIR ROSE LISTS
DOES YOURS INCLUDE
CARROUSEL AND KATHY FISCUS?

WHOLESALE ONLY

SEND FOR CATALOG



ELMER ROSES

6708 N. San Gabriel Blvd., SAN GABRIEL, CALIF.



OREGON ENGLISH
HOLLY
TREES

3,000 3 to 5-ft. trees, well-shaped, with
 berries on, for fall delivery

ALFRED TEUFEL

11414 N. W. Cornell Rd.
 PORTLAND, ORE.

LINERS

Wide Selection of Varieties

MITSCH NURSERY

Wholesale Propagators and
 Growers of Evergreen Liners
 AURORA, OREGON

Write for Catalog

ROSES
OLD and NEW

Fine-quality, two-year plants
 budded on Multiflora in over
 250 varieties.

Send for list.

MT. HOOD NURSERY
 Rt. 2, Box 96
 GRESHAM, OREGON

RHODODENDRON
LINERS

VAN VEEN NURSERY
 3127 S. E. 43rd Ave., PORTLAND 8, OREGON

OREGON-GROWN ROSES

Send for our List

ROSEWAY NURSERIES

Wholesale Rose Growers
 4228 N. E. 77th Ave.
 PORTLAND 13, ORE.

DOTY & DOERNER, Inc.

6691 S. W. CAPITOL HIGHWAY
 PORTLAND 19, OREGON

 WHOLESALE
 GENERAL NURSERY STOCK

ROSES—TREE ROSES

A fine selected list including patented
 varieties. Highest quality — all field-
 grown.

Write for list and prices.

PACIFIC NORTHWEST ROSE NURSERY
 P. O. Box 261 GRESHAM, ORE.

COLOR SLIDES

Our sparkling color transparencies of specimen
 landscape plants and plantings will really help
 you sell. Free subjects list "A" with prices.
 Sample slide 2x2 ins., 50c.

OAK PARK NURSERIES

EAST PATCHOGUE, L. I., N. Y.

can plan better and do the work better in the fall than we can in the spring, when we are really rushed. Plants, however, ordinarily grow better and are better established when planted in the spring.

"One item moves as well as another in the fall. Shade trees are one of our leading trees in the fall, not small bare-root trees, but balled specimens priced from \$25 to \$100.

"We push fall planting through advertising and by making talks before garden clubs. We take few advance orders. Most of these are for seasonal items such as fruit trees and roses.

"Autumn business would be wonderful except for the weather being dry in this area. The city has prohibited citizens from watering all lawns and plants and, hence, we are now more in the water hauling business than in the planting business."

Fall Business Started Early

Allan F. Dalsimer, of Dalsimer, Inc., Cedarhurst, L. I., N. Y., reports an increase in business for fall 1952 over fall 1951. Comparing the fall with the spring, he states that spring business was slow until the end of the season, whereas the fall business started early and lasted well into November. Best selling items for the fall season include Ilex crenata, the spreading form of Taxus intermedia and small shade trees.

The Dalsimer firm makes an effort to push autumn planting by offering a 100 per cent guarantee on all material, and by giving preference in spring work to jobs started in the previous fall.

Dry Weather Affects Sales

A hectic fall because of lack of rain is reported by Walter W. Hillenmeyer, Jr., Hillenmeyer Nurseries, Lexington, Ky. "During the month of October," states Mr. Hillenmeyer, "we had a precipitation of only 1.29 inches, with the last shower of the month falling on October 10. The ground has been so dry that many customers have been postponing their planting until the area has had a good rain.

"Until October 1, our fall sales were 18 per cent ahead of last year. October, however, was off, and as of November 1, our total sales from July to November are off 8 per cent as compared with 1951. We attribute this to the dry weather and also to the election.

"We make a definite effort to encourage fall planting and have done so for the past 20 years or more. We have been promoting this planting by mailing our general catalog in the fall rather than in the spring, and we

have advertised in the newspapers stating the advantages of fall planting over spring. Twenty years ago, we did 70 per cent of our business in the spring and 30 per cent in the fall. We have always had as much as we could take care of in the spring, with the natural urge that develops in customers, and we have felt that the easiest way of increasing our over-all volume as well as having plants do better was to encourage fall planting. A survey of our 1951 sales shows that in that year we did 57 per cent of our volume in the spring and 43 per cent in the fall."

Building Boom Stimulates Sales

From Austin, Tex., Eugene Howard, of Howards Montopolis Nursery, reports that sales for September and October, 1952, show an increase of about 30 per cent over the same months in 1951. "Our sales for January, February and March, 1952, also show approximately a 30 per cent increase over the same months in 1951. "Our business is largely the ornamental stock used for landscaping and the greater portion of this stock is grown in cans, which makes it possible to transplant just as safely in July and August as in January and February."

Finds Greater Interest in Planting

Clark Malmo, Malmo Nurseries, Seattle, Wash., states, "Our sales during this autumn season showed a gain over the same period a year ago and we feel that it was brought about by more interest in fall planting and the completion of more homes. The gain was about the same as that for spring, 1952, over spring, 1951.

"The greatest gains in sales were shown by the flowering evergreens."

Gave Up Landscaping

Richard M. Wyman, Jr., general manager of Wyman's Garden Center, Framingham, Mass., reports, "Our sales of evergreens, trees and shrubs through October are up about 20 per cent over the fall of 1951 in the Garden Center. This is greater than the spring 1952 increase over spring 1951. Items such as yews, hemlocks, arborvitae, rhododendrons, andromeda, azaleas, flowering trees and shade trees have been the best movers. Our total volume is down this fall because of the fact that we gave up landscaping as of July 1.

"Continual newspaper advertising pushing fall planting has given us this extra business, in my estimation. The public's interest in planting appears to have dropped off a little earlier this fall than in others, and the first week of November was noticeably slow."

Nursery—men and women!

TO THE NORTH—TO THE SOUTH—TO THE EAST and TO THE WEST



To express our joy in having served you all during these last six years, we wish you one and all—

A Merry Christmas!

from *Ayer-Line Industries*

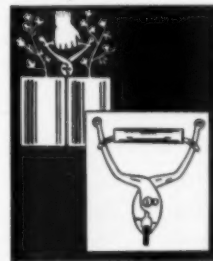
and two of our factory "children,"

Namely, the Redhead Can Shear and the Handy-man Gripzit.

Over 5000 Redheads and 3000 Gripzits have left our factory at

**709 JONES ST.
BERKELEY 10, CALIF.**

during these years, each one carrying this greeting:
HAPPY (WORK) DAYS!



Meaning, MANY HAPPY NEW YEARS!

Please Mention **AMERICAN NURSEYMAN** When Writing Advertisers.

In Addition To LITHO BLOOMS

(Full-colored images of 150 subjects)

We now offer

**GORGEOUS BROCHURES
OF ROSES AND FRUIT TREES**

Your own varieties and prices; your own name and address. Write for samples and prices. No obligation on your part. A beautiful, colorful folder at very modest cost.

SCHWABACHER-FREY CO.
735 Market St. SAN FRANCISCO, CALIF.

HUMIDIFICATION

TEST IT NOW!

A special kit of parts and low-pressure jets, with **FULL OPERATING INSTRUCTIONS**, for
\$80.00

Will cover 450 sq. ft. in a sash house.

JAMES S. WELLS
Box 45 Deerfield, N. J.

GRO QUICK ELECTRIC SEED BED HEATER

**NEW HEAVY-DUTY
SOIL CABLE for
COMMERCIAL GROWERS**

The finest soil cable ever made. Will take more abuse and outlast any soil cable ever made. Over 2½ times as much metal in the heating wire. New Gen insulation approved for continuous operation at 221° F. Beats any other cable by 45°. No sheath shock.
S80S—400 watt—115 V. for 2 sash.....\$ 6.00
S160S—800 watt—230 V. for 4 sash..... 12.00
BT—Hulb Thermostat—15 Amp. 15.00
Large discounts for commercial users. Write today for free instructions, plans, data.

GRO-QUICK SALES

10342 Lankford Ave., Dept. 75 Detroit 24, Mich.

CLASSIFIED ADS

BERRY PLANTS

RED RASPBERRIES
Finest selection available, Latham, Chief, Sunrise, Milton, Newburgh, Taylor and Indian Summer: No. 1 suckers, 3/16-in. cal. and up. No. 1 transplants, 1/4-in. cal. and up. Columbian Purple: No. 1 tips. All in storage and can be shipped anytime. Write for attractive prices.

CONGDON'S WHOLESALE NURSERY
North Collins, N. Y.

HACKBERRY—Seedlings, qt. cans, 3 ft., at 35c each. Ready now. Also write for prices on seedling pecans.

NEW BRAUNFELS NURSERY
& FLORAL CO., INC.
Howard W. Locke, Mgr.
P. O. Box 418 Braunfels, Tex.

CERTIFIED RASPBERRY PLANTS
Taylor No. 1.....\$5.00 1000
Indian Summer No. 1.....5.50 45.00
Golden Queen No. 1.....6.00 50.00
No charge for boxing.

BAKER'S NURSERIES, Hoosick Falls, N. Y.

Everbearing strawberries, large, healthy plants, true to name. Also raspberry plants. Write for wholesale list.

MCNEAL BERRY NURSERY
Hamilton, Mont.

BULBS AND TUBERS

HOLLAND-GROWN BULBS

DARWIN TULIPS—11 to 12 cm., \$4.75 per 100. Bleu Aimable (blue), Wm. Pitt (red), Pride of Haarlem (red), Yellow Giant (yellow), Princess Elizabeth (rose), Wm. Copland (lavender), Queen of Night (black), Kansas (white).

HYACINTHS—15 to 16 cm., \$13.00 per 100. Gertrude (pink), L'Innocence (white), Bismarck (blue), City of Haarlem (yellow), King of Violets (purple), La Victoire (red), CROCUS—7 to 8 cm., \$2.00 per 100. King of Blues (blue), Golden Yellow (yellow) Striped Beauty (white and blue), King of Whites (white).

MUSCARI—(Grape Hyacinth), 7 to 8 cm., \$2.00 per 100.

DUTCH IRIS—8 to 9 cm., \$5.00 per 100. Golden Harvest (yellow), White Excelleur (white), Wedgwood (blue).

DAFFODIL, King Alfred (round), \$6.50 per 100.

NARCISSUS, Paper White, 14 to 15 cm., \$5.00 per 100.

LILY, Regal, 16 to 18 cm., \$11.00 per 100.
BENTON COUNTY NURSERY CO., INC.
Rogers, Ark.

TUBEROUS-ROOTED BEGONIAS

Giant-flowering Double Camellia-type.
8 colors
1 1/4 to 1 1/2 ins., \$4.50 per 100 \$45.00 per 1000
1 1/2 to 2 ins., 8.50 per 100 75.00 per 1000
2 ins. and up., 13.50 per 100 125.00 per 1000
Double-flowering Fimbriata Carnation-type.
6 to 8 colors
1 1/4 to 1 1/2 ins., \$6.50 per 100 \$55.00 per 1000
1 1/2 to 2 ins., 10.50 per 100 95.00 per 1000

GLOXINIAS
The Best Commercial Varieties
1 1/4 to 1 1/2 ins., \$7.00 per 100 \$60.00 per 1000
1 1/2 to 2 ins., 13.50 per 100 125.00 per 1000
2 ins. and up., 19.00 per 100 175.00 per 1000
Minimum order \$5.00

Accepting orders now for delivery after December 15.

LOUIS DANK
1170 Broadway New York 1, N. Y.

HARDY MICHIGAN-GROWN LILY BULBS. Auratum, 7 to 9, \$30.00; 8 to 10, \$40.00 per 100. Rubrum, 8 to 9, \$30.00; 9 to 11, \$40.00 per 100.

Immediate delivery.
New rare, scarce and unusual, as well as standard varieties. Send for your free copy. New wholesale list now ready.

J. HENDRICKS, Grower, Portage, Mich.

BLEEDING HEARTS

Dicentra eximia, 2 to 5-eye.....\$15.00
Dicentra eximia, 5 to 8-eye.....20.00
Dicentra spectabilis, 3 to 5-eye.....25.00
Dicentra spectabilis, 5 to 8-eye and up., 35.00

J. HENDRICKS, Grower, Portage, Mich.

Large Lily bulbs, Speciosum; Punctatum and Kraetzleri. State inspected. \$50.00 per 100.

RUTH L. WOLFE
Alsea, Ore.

EVERGREENS

PRIVET

Thousands Amur River North 12 to 18 ins., \$2.00 per 100; 2 to 3 ft., \$4.00 per 100; 4 to 6 ft., \$5.00 per 100.

Attractive price on 1000 or more lots.
WOODLAWN NURSERY
Greenville, Ga.

LINING-OUT LIST PRICES SUBJECT TO CHANGE WITHOUT NOTICE

All Potted Liners on This List Are Priced for Shipment in Paper Pots or Cups. Those Who Prefer the Ordinary Method of Packing, Omitting This Added Protection, May Deduct 1c per Plant.

The 1000 rate applies on all orders; therefore, please order in multiples of 25 or more.

EACH

BIOTA AUREA NANA, BERCKMANS

8 to 10-in. liners.....\$0.18

2 1/2-in. pots......20

BIOTA BAKERI

2 1/4-in. pots......14

2 1/2-in. pots......15

BIOTA EXCELSA

2 1/4-in. pots......18

2 1/2-in. pots......20

BIOTA SYBIL

2 1/4-in. pots......18

2 1/2-in. pots......20

CEDRUS ATLANTICA

2 1/4-in. pots......20

2 1/2-in. pots......20

CEDRUS DEODARA

4 to 6-in. seedlings, 2-yr.....12

6 to 8-in. seedlings, 2-yr.....14

8 to 12-in. seedlings, 2-yr.....16

12 to 18-in. seedlings, 2-yr.....17

(6 to 8-in. and up mostly branched.)

2 1/4-in. pots......19

2 1/2-in. pots......20

CUNNINGHAMIA LANCEOLATA

GLAUCA, Blue Chinese Fir.

2 1/4-in. pots......22

JUNIPERUS CHINENSIS FORTUNEI

2 1/4-in. pots......24

2 1/2-in. pots......25

JUNIPERUS CHINENSIS

PITZERIANA

2 1/4-in. pots......17

2 1/2-in. pots......18

JUNIPERUS CHINENSIS

PITZERIANA COMPACTA

2 1/4-in. pots......19

2 1/2-in. pots......20

JUNIPERUS CHINENSIS

PITZERIANA NANA

2 1/4-in. pots......25

2 1/2-in. pots......26

JUNIPERUS CHINENSIS

PYRAMIDALIS COMPACTA

2 1/4-in. pots......22 1/2

3 -in. pots......30

JUNIPERUS CHINENSIS SYVESTRIS

2 1/4-in. pots......19

2 1/2-in. pots......20

JUNIPERUS COMMUNIS COLUMNARIS

COMPACTA

2 1/2-in. pots......18

JUNIPERUS EXCELSA STRICTA

2 1/4-in. pots......17

2 1/2-in. pots......18

JUNIPERUS GLAUCA HETZI

4 to 6-in. liners.....15

2 1/4-in. pots......18

2 1/2-in. pots......20

JUNIPERUS HIBERNICA FASTIGIATA

2 1/4-in. pots......16

2 1/2-in. pots......18

JUNIPERUS VIRGINIANA RETELEERI

2 1/4-in. pots......25

2 1/2-in. pots......27 1/2

TAXUS CUSPIDATA

2 1/4-in. pots......17

2 1/2-in. pots......18

THUJA OCCIDENTALIS

PYRAMIDALIS

2 1/4-in. pots......16

ABELIA EDWARD GOUCHER

2 1/4-in. pots......16

2 1/2-in. pots......18

ABELIA GRANDIFLORA

2 1/4-in. pots......14

2 1/2-in. pots......16

(Plats—175 rooted cuttings—

\$17.50 per flat.)

BUXUS JAPONICA

2 1/2-in. pots......16

3 1/2-in. pots......18

BUXUS SEMPERVIRENS

Rooted cuttings......07

4 to 6-in. TT, bed-grown.....16

6 to 8-in. TT, bed-grown.....12

1 1/4 x 2 1/2-in. Vita-Bands.....12

2 x 2 1/2-in. Vita-Bands.....15

BUXUS SUPERFUTIOSA

Rooted cuttings......07

3 to 4-in. TT, bed-grown.....16

4 to 6-in. TT, bed-grown.....12

1 1/4 x 2 1/2-in. Vita-Bands.....12

2 x 2 1/2-in. Vita-Bands.....15

CAMELLIA SASANKUA

MAIDEN'S BLUSH

2 1/4-in. pots......13

2 1/2-in. pots......15

3 1/2-in. pots......17 1/2

CAMELLIA SASANKUA

MINE-NO-YUKI

2 1/4-in. pots, extra-strong.....16

CAMELLIA SASANKUA ROSEA

2 1/4-in. pots, extra-strong.....16

2 1/2-in. pots, extra-strong.....17

(Continued in next column)

(Continued from previous column)

ELAEAGNUS FRUTLANDI

2 1/4-in. pots......19

2 1/2-in. pots......20

EUCONYMUS PATENS SIEBOLDIANUS

Small Leaf

1 1/2 x 2 1/2-in. Vita-Bands......11

1 1/4 x 2 1/2-in. Vita-Bands......12

GARDENIA FORTUNEI

2 1/4-in. pots......11

2 1/2-in. pots......13

(Plats—130 rooted cuttings—

\$10.40 per flat.)

HELEX CORNUTA

2 1/4-in. pots......18

HELEX CORNUTA HURFORDI

2 1/4-in. pots, heavy......18

2 1/2-in. pots, heavy......20

HELEX CRENATA CONVEXA BULLATA

2 1/4-in. pots......19

2 1/2-in. pots......20

3-in. pots, extra-heavy......25

HELEX CRENATA ROTUNDIFOLIA

2 1/4-in. pots......18

2 1/2-in. pots......19

JASMINUM FLORIDUM

2 1/4-in. pots......13

(Plats—175 rooted cuttings—

\$10.50 per flat.)

LAURUS CAROLINIANA

2 1/4-in. pots......14

2 1/2-in. pots......15

LIGUSTRUM JAPONICUM

3 to 4-in. seedlings......02

4 to 6-in. seedlings......03

(Plats—1 1/2 x 2 1/2-in. Vita-Bands—30

bands to the flat, per flat—\$4.50.)

LIGUSTRUM LUCIDUM COMPACTUM

2 1/4-in. pots......17

2 1/2-in. pots......18

MAGNOLIA GRANDIFLORA

3 to 4-in. seedlings......04

4 to 6-in. seedlings......06

2 1/4-in. pots......13

2 1/2-in. pots......14

NANDINA DOMESTICA

3 to 6-in. seedlings......06

2-in. pots......09

2 1/2-in. pots......10

PYRACANTHA BELLI

2 1/4-in. pots......16

2 1/2-in. pots......19

PYRACANTHA LALANDI

2-in. pots......16

2 1/2-in. pots......18

PYRACANTHA YUNNANENSIS

2-in. pots......16

VIRURNUM TINUS

2 1/4-in. pots......14

2 1/2-in. pots......16

CORNUS FLORIDA

2 1/4-in. pots......10

LAGERSTROEMIA INDICA

Wm. Toovey Grape Myrtle

2 1/4-in. pots......16

LONICERA FLAMING BEAUTY

2 1/4-in. pots......15

2 1/2-in. pots......16

MAGNOLIA SOULANGEANA

2 1/4-in. pots......22

2 1/2-in. pots......27 1/2

3 1/2-in. pots......41

4 -in. pots......46

MAGNOLIA SOULANGEANA NIGRA

2 1/4-in. pots......26

3 -in. pots......28 1/2

3 1/2-in. pots......41

SPHAELE REEVESIANA FLORE-PLENA

2 1/4-in. pots......16

SPECIAL NOTICE: Items marked by

asterisk (*) delivery Spring, 1953. All items

not so marked ready for shipment now or

| LINING-OUT STOCK | | | |
|---|-------|-------|--------|
| 2/0 Austrian Pine, 3 to 6 in. | 100 | 1000 | 10,000 |
| 2/0 Scotch Pine, Certified Riga, 3 to 6 in. | 3.50 | 25.00 | 22.50 |
| 2/0 Scotch Pine, Dark Gr. Christmas Tree Strain, 3 to 8 in. | 3.00 | 20.00 | 18.75 |
| 2/0 American Arborvitae, 2 to 4 in. | 1.00 | 1000 | |
| 2/0 American Pyramid Arborvitae, 2 to 4 in. | 3.50 | 30.00 | |
| 2/0 Ware Arborvitae, 2 to 4 in. | 3.50 | 30.00 | |
| 2/1 Balsam Fir, 2 to 6 in. | 4.00 | 30.00 | |
| 3/0 Austrian Pine, 4 to 10 in. | 4.50 | 30.00 | |
| 2/0 Jack Pine, 3 to 6 in. | 3.00 | 18.00 | |
| 2/0 Mugho Pine, 2 to 4 in. | 3.00 | 25.00 | |
| 2/1 Mugho Pine, 2 to 4 in. | 5.00 | 45.00 | |
| 3/0 Mugho Pine, 3 to 8 in. | 4.00 | 35.00 | |
| 2/2 Mugho Pine, 4 to 8 in. | 10.00 | 90.00 | |
| 2/0 Blk. Hills Spruce, 2 to 4 in. | 3.00 | 20.00 | |
| 2/1 Blk. Hills Spruce, 2 to 4 in. | 5.00 | 35.00 | |
| 2/2 Blk. Hills Spruce, 3 to 6 in. | 7.00 | 60.00 | |
| 2/0 Colo. Blue Spruce, 2 to 4 in. | 3.50 | 22.50 | |
| 3/0 Colo. Blue Spruce, 2 to 6 in. | 4.00 | 27.00 | |
| 2/1 Colo. Blue Spruce, 2 to 4 in. | 5.00 | 45.00 | |
| 2/0 Norway Spruce, 2 to 6 in. | 3.50 | 22.50 | |
| 2/1 Norway Spruce, 2 to 4 in. | 5.00 | 35.00 | |
| 2/2 Norway Spruce, 4 to 8 in. | 4.00 | 35.00 | |
| 2/1 White Spruce, 3 to 6 in. | 4.00 | 35.00 | |
| 3/0 White Spruce, 3 to 7 in. | 3.00 | 25.00 | |

2% discount for cash with order.

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R. 2, Box 291 Grand Haven, Mich.EVERGREEN LINERS and CUTTINGS
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| Each—Per 100 Per 1000 | | | |
|------------------------------------|--------|--------|--|
| Juniperus hetzi glauca, 1-yr. pots | \$0.22 | \$0.20 | |
| Arborvitae, Pyramid, 1-yr. pots | .20 | .18 | |
| Arborvitae, Pyramid, 2-yr. pots | .26 | .24 | |
| Arborvitae, Globe Woodward, 1-yr. | .20 | .18 | |

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From flats, rooted outside in lath house. Delivery now or spring, 1953.

| Each—Per 100 Per 1000 | | | |
|-------------------------------|--------|--------|--|
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| Dark Green | .10 | .09 | |
| Arborvitae, Globe Woodward | .10 | .09 | |
| Arborvitae, Pyramid | .10 | .09 | |
| Euonymus patens | .07 | .06 | |
| Euonymus alatus compactus | .09 | .08 | |
| Taxus hatfieldi | .11 | .10 | |
| Taxus media hicksii | .11 | .10 | |

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250 plants at 1000 rate.
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Tipp City, O.

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|---|---------|---------|--|
| Biota Aurea Nana | \$0.20 | \$0.16 | |
| Dk. green Bakeri Arborvitae | .18 | .15 | |
| Pyramid Arborvitae | .20 | .16 1/2 | |
| Woodward Globe Arborvitae | .20 | .16 1/2 | |
| Juniperus Burki | .25 | .22 | |
| Juniperus Hetzi Glauca | .22 1/2 | .20 | |
| Juniperus Pfitzeriana Nana | .22 1/2 | .20 | |
| 1-yr. FIELD-GROWN | | | |
| Dk. green Bakeri Arborvitae | .20 | .17 1/2 | |
| Pyramid Arborvitae | .20 | .17 1/2 | |
| Woodward Globe Arborvitae | .20 | .17 1/2 | |
| B&B EVERGREENS | | | |
| Juniperus Virginiana Glauca, 3 to 3 1/2 ft. | \$1.75 | | |
| Pyramid Arborvitae, 3 to 4 ft. | 2.00 | | |
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|---------------------------|--------|--|--|
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| 5 to 6 ft. | 7.00 | | |
| ORIENTALIS | | | |
| 3 to 4 ft. | 3.00 | | |
| 4 to 5 ft. | 4.00 | | |
| 5 to 6 ft. | 5.00 | | |
| PYRAMIDALIS | | | |
| 3 1/2 to 4 ft. | 3.25 | | |
| 4 1/2 to 5 ft. | 3.75 | | |
| 5 to 6 ft. | 4.50 | | |
| 6 to 7 ft. | 6.50 | | |

Nice heavy plants.

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| 2000 8 to 10 ft. T. | 15.00 | | |
| 900 12 to 15 ft. TTT | 65.00 | | |
| 1900 Juniperus Hetzi Glauca, 6 to 9 ft. T. | 15.00 | | |
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| 900 Pfitzer Junipers, 9 to 12 ft. T. | 35.00 | | |

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| 200 2 to 3 ft., well-branched | 2.10 | | |
| 200 3 to 4 ft., well-branched | | | |

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| Ilex aquifolium lichtenhali, 2-yr. | | 130.00 |
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LINING-OUT STOCK

Evergreen liners in wood plant bands. Packed upright in open-top crates. Not necessary to unpack. Will continue to grow.

| Each | | Per 100 |
|--|-------|------------|
| PFITZER JUNIPER. | | |
| 6 to 8 ins. | | \$0.14 1/2 |
| 8 to 10 ins. | | .20 |
| 10 to 12 ins. | | .26 |
| GOLDEN PFITZER JUNIPER. | | |
| 8 to 10 ins. | | .20 |
| GREEK JUNIPER (Excelsa stricta). | | .20 |
| 8 to 10 ins., 2-yr. | | .20 |
| 10 to 12 ins., 2-yr. | | .26 |
| ANDORRA JUNIPER | | |
| (Horizontalis plumosa). | | .20 |
| 8 to 10 ins. | | .20 |
| 10 to 12 ins. | | .26 |
| ASHFORD JUNIPER. | | |
| 10 to 15 ins., 2-yr. | | .20 |
| PFITZER JUNIPER, COMPACT. | | |
| 6 to 10 ins. | | .20 |
| JUNIPERUS HETZI GLAUCA. | | |
| 8 to 10 ins. | | .20 |
| 10 to 12 ins. | | .26 |
| JUNIPERUS PROCUMBENS. | | |
| 8 to 10 ins., 2-yr. | | .20 |
| HILL'S DARK GREEN AMERICAN ARBORVITAE. | | |
| 6 to 10 ins. | | .35 |
| TAXUS CUSPIDATA. | | |
| 6 to 8 ins., 2-yr. | | .20 |
| TAXUS CAPITATA. | | |
| 6 to 8 ins., 2-yr. | | .20 |
| EUONYMUS COLORATUS. | | |
| 6 to 10 ins., RC, 1-yr. | | .05 |
| EUONYMUS PATENS. | | |
| Small leaf | | .14 1/2 |
| REGEL'S PRIVET. | | |
| 8 to 10 ins., RC. | | .05 |

Prices are for 300 or more, total order. Less than 300, 20 more per plant.

Book your order for spring.

MCINCH GREENHOUSES
St. Joseph, Mo.

LINING-OUT STOCK

Save money—Save worry. Buy direct from Germany. Lowest prices. Best quality. We offer 50 million shrubs, trees, conifers and a general assortment of other nursery stock. Picea Excelsa (Norway Spruce), Per 1000
3 to 8 ins. \$ 1.60
Pinus Sylvestris (Scotch Pine), 2-yr. 4.50
Berberis Thunbergi, 2-yr., 6 to 12 ins. 23.00
Buddleia Davidi (Butterfly Bush),
1-yr., 12 to 20 ins. 9.50
Hydrangea Pan. Grandiflora, 2-yr., 8 to 12 ins. 29.00
Euonymus Radicans, 4 to 6 ins. 22.00
Write for our spring price list today.

STROBEL & WOHLT, Pinneberg, Germany.
Growers and exporters of all types of nursery stock. U. S. A. and Canadian office:
Paul Moderegger 246 Senneville Road
Senneville, P. Que., Canada

FALL, 1952 SPRING, 1952

LINING-OUT STOCK

| Per 100 Per 1000 | | |
|--------------------------------------|-------|------------------|
| 20,000 Althaea, 1-yr. sdgs. | | \$ 7.00 \$ 35.00 |
| 9600 Berberis Thunbergi | | |
| 2-yr., T. FR. | | 7.50 65.00 |
| 1000 Cotoneaster Divaricata, | | |
| 2-yr., 9 to 12 in., T. FR. | | 30.00 250.00 |
| 9000 Cydonia Japonica, | | |
| 1-yr. sdgs. | | 4.50 35.00 |
| 675 Euonymus Radicans | | |
| Coloratus | | 35.00 300.00 |
| 500 Euonymus Radicans | | |
| Variegatus | | 35.00 300.00 |
| 1000 Hydrangea P.G. | | |
| 1-yr., 9 to 12 ins. | | 15.00 140.00 |
| 1000 Hydrangea P.G., 2-yr., | | |
| 12 to 15 ins., T. FR. | | 30.00 250.00 |
| 1000 Philadelphia Virginialis, | | |
| 2-yr., 15 to 18 in., | | |
| T. FR. | | 30.00 250.00 |
| 4200 Picea Excelsa, | | |
| 3-yr. T. FR. | | 30.00 250.00 |
| 5000 Pieris Japonica, 1-yr. T | | 10.00 90.00 |
| 10,000 Pieris Japonica, 2-yr. TT | | 30.00 250.00 |
| 2300 Pieris Japonica, 3-yr. TT | | 40.00 350.00 |
| 500 Taxus Media Helleri | | |
| No. 92, 2-yr. T. | | 30.00 250.00 |
| 1000 Taxus Media Hicks, | | |
| 2-yr. T. | | 30.00 250.00 |
| 1500 Taxus Media Microphylla, | | |
| 2-yr. T. | | 30.00 250.00 |
| 1500 Thuja Occidentalis Nigra, | | |
| 3-yr. TT, FR. | | 70.00 600.00 |
| 2500 Thuja Occidentalis Pyramidalis, | | |
| 2-yr. grafts, FR. | | 70.00 600.00 |
| 5000 Thuja Occidentalis, 2-yr. | | |
| graft size | | 7.00 60.00 |
| 3500 Thuja Occidentalis Aurea | | |
| Nana (Biota). | | |
| 2-yr. grafts, FR. | | 60.00 500.00 |
| 3000 Wistaria Sinensis, | | |
| 1-yr. sdgs. | | 4.50 35.00 |
| Each Each | | |
| Per 100 Per 1000 | | |
| 3000 Baltic Ivy, 3-in. pots. | | .30c 25c |
| 1000 English Ivy, 3-in. pots. | | .30c 25c |
| T—Once Transplanted: | | |
| TT—Twice Transplanted: FR—Field Row | | |
| Samples mailed on request. | | |
| BOULEVARD NURSERIES | | |
| Newport, R. I. | | |

LINING-OUT STOCK

Well-rooted, lath house grown liners. Not less than 25 of any one variety please.

| Per 100 | | |
|-----------------------------|-------|---------|
| Buxus Harlandi | | |
| Buxus Japonica | | |
| 4 to 6-in. liners. | | \$10.00 |
| 6 to 8-in. liners. | | 12.50 |
| 8 to 12-in. liners. | | 17.50 |
| Gardenia Fortunei | | |
| Gardenia Mystery | | |
| Gardenia Radicans | | |
| 6 to 8-in. liners. | | 7.50 |
| 8 to 12-in. liners. | | 10.00 |
| 12 to 18-in. liners. | | 12.50 |
| (No Radicans this size) | | |
| Ligustrum Lucidum Compactum | | |
| (Waxleaf) | | |
| 6 to 8-in. liners. | | 10.00 |
| 8 to 12-in. liners. | | 12.50 |
| 12 to 18-in. liners. | | 15.00 |
| BLACKWELL NURSERIES, INC. | | |
| Semmes, Ala. | | |
| WHOLESALE ONLY | | |

LINING-OUT STOCK

VIBURNUM OPULUS STERILE, common Snowball. Well-rooted cuttings, ideal for potting now and lining out next spring. \$9.00 per 100, \$85.00 per 1000. Cash please. No packing charge.

PRITCHARD NURSERIES

Route 4 Ottawa, Kan.

See our Classified Ad in this issue under

EVERGREENS

T. G. OWEN & SON, INC.
Columbus, Miss.

ROOTED CUTTINGS

| Per 100 Per 1000 | | |
|---|-------|------------------|
| ROOTED CUTTINGS FROM GREENHOUSE | | |
| Biota Aurea Conspicua. | | \$ 8.00 \$ 70.00 |
| Biota Bakeri | | 8.00 70.00 |
| Biota Excelsa | | 8.00 70.00 |
| Biota Fruitlandi | | 8.00 70.00 |
| (Berckmans Green) | | 8.00 70.00 |
| Euonymus Japonica | | 6.00 50.00 |
| Euonymus Patens | | 6.00 50.00 |
| Taxus Intermedia (heavy root) | | 7.00 |
| Plants in 2-in. pots in open bed. | | |
| Ilex Rotundifolia | | 16.50 150.00 |
| Above cuttings 2 to 4 ins.; for 4 to 6-in. in Conspicua, Excelsa and Fruitlandi, add \$10.00 per 1000. Cash please. | | |
| BROSEMER NURSERY | | |
| Route 1, Box 155 Huntsville, Ala. | | |
| EUONYMUS ALATUS COMPACTA | | |
| Strong rooted cuttings from sand. | | |
| \$12.00 per 100 | | |
| \$100.00 per 1000 | | |
| 1-yr. transplants, 4 to 7 ft., \$25.00 per 100 | | |
| C. HOOGENDOORN | | |
| Turner Road Newport, R. I. | | |

Very well-graded Rosa multiflora japonica cuttings, improved thornless strains. 1-yr. rooted cuttings, 5 to 10 mm. Prices on application.

Bookkoop Holland
Established 1890.

Benefit from
American Nurseryman Classified Ads.

ROSEBUSHES

MARTIN'S ROSE NURSERY

BETTER ROSEBUSHES FOR LESS MONEY

Wholesale Only
Lists now ready

Nurserymen, Florists & Dealers
P. O. Box 155, Arp, Tex.

NEW LONDON ROSES

The Nursery
THAT
Quality Built.

List mailed promptly to the trade.

P. O. Box 576 Overton, Tex.

ROSE BUSHES—Field-fresh, dug and packed for maximum protection assuring satisfaction on delivery. All-America Rose Selections and favorite standard varieties. Write for 1953 prices. Use company letterhead please!

ARP NURSERY CO. Tyler, Tex.

Box 867-Q

ROSEBUSHES

2-yr. plants, grown right, graded right, packed right. Very complete assortment of varieties. Write for prices and book your requirements now.

ROSEMONT NURSERIES

D. L. Thompson, Mgr. Tyler, Tex.

West's best-grown rose bushes and trees. Climbers and Patents: Surplus.

PETER J. BOOY ROSE NURSERY
San Jacinto, Calif.

SEEDLINGS

Azalea Mollis.
We have over 10,000 of the finest Azalea mollis seedlings. TRUE TO COLOR, including Spek's Brilliant, vermilion-red; Spek's Orange, orange-salmon; Spek's Pink, salmon-pink, and in the colors: red, salmon-red, orange-salmon, yellow and salmon-pink. Very bushy plants. Sizes 8 to 10 ins., 10 to 12 ins., 12 to 15 ins. Also mixed selections of the above special seedlings.

Large and small-flowering Japanese Azalea hybrids in fine selection of varieties, 6 to 8 ins., 8 to 10 ins., 10 to 12 ins., 12 to 15 ins. Ask for catalog.

Jan Spek Boskoop Holland
Established 1890.

NANDINA DOMESTICA

Strong seedlings, ready for pots or beds, \$30.00 per 1000.

SKYLINE GARDENS

Box 3316 Birmingham, Ala.

1-yr. AZALEA MOLLIS seedlings, \$10.00 per flat, average 300 per flat.

JOHN WIGMORE
Norman Ave. at Cambridge Station
Riverside Park, Riverside, N. J.

NANDINA DOMESTICA SEEDLINGS

6 to 8 ins., \$7.00 per 100; \$60.00 per 1000.

Express Collect.

PINKSTON'S NURSERIES Parrott, Ga.

SEEDS

FRESH SEED 1952 CROP

| Per lb. | | |
|---|-------|--------|
| Chinese Chestnut (Castanea Mollissima). | | \$1.25 |
| Chinquapin (Castanea Pumila). | | 1.25 |
| White Dogwood (Cornus Alba). | | .75 |
| Yaupon Holly (Ilex Vomitoria). | | .75 |
| Galberry (Ilex Glabra). | | .75 |
| Live Oak (Quercus Virginiana). | | 1.75 |
| Pecan (Seedling). Each. | | .30c |

STOVALL NURSERY
Leakesville, Miss.

LAWN SEED—BUY DIRECT!

Six mixtures from \$26.50 to \$88.00 per cwt. or your own formula. Send for price list.

NORTHERN SEED CO.

164-184 S. Main St. Providence, R. I.

GINKGO BILOBA, Maidenhair Tree. Clean seed, \$1.25 per pound, prepaid.

SINGER GARDENS Stamping Ground, Ky.

SHRUBS and TREES

Magnolia grandiflora ready now from pots potted last spring.

| Per 100 | | |
|---|-------|---------|
| 2 1/2-in. pot, 4 to 8 ins. | | \$15.00 |
| 3-in. pot, 6 to 10 ins. | | 20.00 |
| 4-in. pot, 8 to 12 ins. | | 35.00 |
| 4-in. pot, 12 to 15 ins. | | 50.00 |
| Gallon cans and larger at nursery. | | |
| 2-yr. row-run, 12 ins. to 3 ft., \$30.00 per 100, bare-root. | | |
| Pyraecantha coccinea, 4-in. pots, about 12 ins., \$35.00 per 100. | | |
| Juniper, Hetz, 2-yr., topped last spring, mostly branched, bare-rooted, 12 to 15 ins., \$50.00 per 100. | | |
| Prices are for cash with order and packed free. No parcel post. Please make order \$15.00 or more. | | |
| HAWELL NURSERY | | |
| Van Buren, Ark. | | |

SPRINGSIDE GARDENS
Wintergreen Ave. Hamden, Conn.
Tel. New Haven FU. 7-6263
Fall 1952 Wholesale Price List Spring 1953

| | Ea. | Per 100 | Ea. | Per 1000 |
|--|--------|---------|-----|----------|
| Deciduous Stock | | | | |
| 500 Aralia pentaphylla, 2 to 3 ft. | \$0.45 | | | |
| 40 Cercis canadensis, 3 to 4 ft. | | | | |
| HR. | 1.15 | | | |
| 200 Cornus alba sibirica, 3 to 4 ft. | .50 | | | |
| 300 Forsythia intermedia, 2 to 3 ft. | .40 | | | |
| 2000 Forsythia spectabilis, 2 to 3 ft. | .40 | \$0.35 | | |
| 1000 Lonicera zabeli, true, 2 to 3 ft. | .55 | .50 | | |
| 1500 Lonicera lat. rosea, 3 to 4 ft. | .55 | .50 | | |
| 600 Philadelphus Atlas, 3 to 4 ft. | .60 | | | |
| 150 Philadelphus Virginian, 2 to 3 ft. | .50 | | | |
| 500 Spiraea foebeli, 2 to 3 ft., 45c each. | | | | |
| 6000 Spiraea vanhouttei, 18 to 24 ins. | .40 | .35 | | |
| 700 Virginia creeper, 2-yr., 1-yr. R. C. | .20 | | | |
| 8000 Forsythia spectabilis, 1-yr. | .07 | .06 | | |
| 1000 Lonicera lat. rosea, 1-yr. | .07 | .06 | | |
| 1000 Philadelphus Atlas, 1-yr. | .07 | .06 | | |
| Flowering Crabs | | | | |
| 40 Malus Doigo, 5 to 6 ft. | 1.75 | | | |
| 40 Malus eleyi, 3 to 4 ft. | 1.00 | | | |
| 40 Malus Ringo, 4 to 5 ft. | 1.50 | | | |
| Blueberries | | | | |
| 50 Concord, 18 to 24 ins. | .45 | | | |
| 40 Jersey, 2 to 3 ft. | .55 | | | |
| 50 Stanley, 18 to 24 ins. | .45 | | | |
| Evergreens | | | | |
| 75 Pieris japonica, B&B, 12 to 15 ins. | 1.75 | | | |
| Boxed Evergreen | | | | |
| 200 Cham. plumosa aurea, 1-yr. | .15 | | | |
| 100 Cham. plumosa aurea, 2-yr. | .25 | | | |
| 300 Cham. plumosa, green, 1-yr. | .15 | | | |
| 200 Cham. squarrosa, 2-yr., extra-special | .25 | | | |
| 300 Juniperus pfitzeriana, 2-yr. | .20 | | | |
| 1000 Taxus cuspidata, 2-yr. | .30 | | | |
| 500 Taxus cuspidata, 3-yr., TT. | .40 | | | |
| 300 Tsuga canadensis, 3-yr., TT. | .35 | | | |
| Azaleas | | | | |
| 40 Indica alba, 12 to 15 ins. | 1.75 | | | |
| 30 Indica alba, 10 to 12 ins. | 1.50 | | | |
| 15 Ledifolia alba, 12 to 15 ins. | 1.75 | | | |
| 15 Abelia grandiflora, 15 to 18 ins., spm. | 1.50 | | | |

| | | | | |
|---|------------------|---------|--|--|
| QUALITY LINERS | | | | |
| AZALEAS | | | | |
| Rosaeflora, 2 to 4 ins., X, spread | | Each | | |
| Gumpo, 2 to 4 ins., X, spread | | \$0.25 | | |
| Mollis Flame, 2 to 4 ins., spread | | .25 | | |
| Mollis Flame, 4 to 6 ins., XX, spread, budded | | .40 | | |
| Mollis Cream, 4 to 6 ins., XX, budded | | .40 | | |
| Daphne Caneorum, R.C. | | .12 | | |
| Daphne Mezereum Rubra, 4 to 6 ins. | | .12 | | |
| 6 to 8 ins. | | .15 | | |
| 18 to 24 ins., heavy | | 1.75 | | |
| 24 to 36 ins., heavy | | 2.25 | | |
| HEATHER | | | | |
| Carnea Rosea, 2 to 4 ins., X | | .15 | | |
| King George, 2 to 4 ins., X | | .15 | | |
| Mrs. J. H. Beale, 2 to 4 ins., X | | .15 | | |
| Mrs. Maxwell, 2 to 4 ins., X | | .15 | | |
| Medit. Alba, 2 to 4 ins., X | | .12 | | |
| Medit. Hybrid, 2 to 4 ins., X | | .12 | | |
| Springwood White, 2 to 4 ins., X | | .15 | | |
| Vivella, 2 to 4 ins., X | | .15 | | |
| Juniperus Tamariscifolia, 2 to 4 ins. | | .10 | | |
| 4 to 6 ins., X | | .15 | | |
| 6 to 8 ins., X | | .18 | | |
| Raphiophloeus Ovata, 2-yr., X | | .15 | | |
| Skimmia Japonica, variegated, 4 to 6 ins., X | | .15 | | |
| Skimmia Japonica, 4 to 6 ins., X, variegated | | .15 | | |
| Thuja Berckmans Aurea Nana, 4 to 6 ins., X, 2-yr. | | .20 | | |
| Thuja Berckmans Aurea Nana, 6 to 8 ins., X, 2-yr. | | .25 | | |
| Thuja Pyramidalis, 4 to 6 ins., X | | .15 | | |
| 6 to 8 ins., X | | .17 | | |
| 8 to 10 ins., X | | .25 | | |
| Thuja Woodwardi Globosa, 2 to 4 ins., X | | .12 | | |
| Thuja Woodwardi Globosa, 4 to 6 ins., X | | .14 | | |
| Viburnum Burkwodii, 2 to 4 ins. | | .10 | | |
| 4 to 6 ins. | | .12 | | |
| 6 to 8 ins. | | .17 | | |
| 8 to 10 ins. | | .21 | | |
| Viburnum Davidi, 2 to 4 ins., spread | | .50 | | |
| 4 to 6 ins., spread, 2-yr. | | .75 | | |
| 6 to 8 ins., spread, XX | | 1.00 | | |
| Chamaecyparis Lawsoniana Stewarti, 10 to 12 ins., X | | .35 | | |
| Cash with order, please. | | | | |
| FOUR STAR NURSERY | | | | |
| Route 3, Box 3529 | Edmonds, Wash. | | | |
| 20,000 GINKGO | | | | |
| 2 to 4 ins., S. | 100 | 1000 | | |
| 25,000 ACER DASYCARPUM (Silver Maple) | \$3.00 | \$25.00 | | |
| 6 to 12 ins., S. | 1.75 | 10.00 | | |
| 12 to 18 ins., S. | 2.25 | 15.00 | | |
| Order early while all sizes are available. | | | | |
| E. L. BABCOCK NURSERY | | | | |
| 32 West Avenue | Dansville, N. Y. | | | |
| MIMOSA (ALBIZZIA JULIBRISIN) | | | | |
| Well-grown, straight liners. | | | | |
| 8 to 12 ins. | \$4.00 | per 100 | | |
| 12 to 18 ins. | 5.00 | per 100 | | |
| Fresh-gathered seed cash price. | | | | |
| Packed Free Cash | | | | |
| GEORGE S. WILLIAMS | | | | |
| Frison City, Ala. | | | | |

LINING-OUT STOCK FOR FALL AND SPRING 1-yr. Seedlings

| | Per 100 | Per 1000 |
|--|---------|----------|
| Acer Palmatum, 6 to 10 ins. | \$ 4.00 | \$ 30.00 |
| 2-yr. Seedlings | | |
| Cryptomeria Japonica, 8 to 12 ins. | 7.00 | 60.00 |
| Ilex Crenata, 4 to 6 ins. | 4.00 | 30.00 |
| Pinus Mugo, true dwarf, 4 ins. | 4.00 | 35.00 |
| Taxus Capitata, 3 to 5 ins. | 7.00 | 60.00 |
| Thuja Orientalis, 5 to 12 ins. | 3.50 | 30.00 |
| 3-yr. Seedlings | | |
| Picea Pungens Glauca, Colorado Blue Spruce, 4 ins. | 4.00 | 35.00 |
| Thuja Occidentalis, 6 to 8 ins. | 4.00 | 35.00 |
| Thuja Plicata, 6 to 12 ins. | 4.00 | 35.00 |
| Thuja Plicata, 12 to 15 ins. | 7.00 | 60.00 |
| 3-yr. X Transplants | | |
| Picea Abies, Norway Spruce, 5 to 8 ins. | 6.00 | 50.00 |
| Picea Glauca, White Spruce, 4 to 6 ins. | 5.00 | 45.00 |
| Pinus Strobus, White Pine, 6 to 8 ins. | 5.00 | 40.00 |
| Pinus Sylvestris, Scotch Pine, 10 to 12 ins. | 10.00 | 80.00 |
| Thuja Occidentalis, 6 to 8 ins. | 7.00 | 60.00 |
| Thuja Occidentalis, 10 to 12 ins. | 10.00 | 90.00 |
| 5-yr. XX Transplants | | |
| Tsuga Canadensis, Hemlock, 6 to 8 ins. | 10.00 | 95.00 |
| 8 to 10 ins. | 15.00 | 140.00 |
| 10 to 12 ins. | 20.00 | 190.00 |
| VAN DINE NURSERY | | |
| Berdan Avenue, Frazzetta, Paterson, N. J. | | |

NURSERY STOCK

| | Per 100 | Per 1000 |
|--|---------|----------|
| Acer Palmatum (green-leaved Japanese Maple), 1-yr. seedlings, 4 to 10 ins. | \$ 6.00 | \$ 50.00 |
| Beach Plum, strong 1-yr. seedlings, 10 to 18 ins. | 10.00 | 75.00 |
| Biota Orientalis, 2-yr. seedlings, 8 to 12 ins. | 5.00 | 30.00 |
| Cotoneaster in varieties (see our display ad) | | |
| Larix Leptolepis, 2-yr. seedlings, 10 to 15 ins. | 12.00 | 100.00 |
| Magnolia Soulangiana, 1-yr. tr., cuttings, 5 to 8 ins. | 55.00 | 500.00 |
| Taxus Capitata, 4-yr. tr., 6 to 10 ins. | 40.00 | 375.00 |
| C. HOOGEENDOORN | | |
| Turner Road, Newport, R. I. | | |

FLOWERING CRABS, PULMS

NEW, limited: Almey, Dortha, Van Eseltine, Also Charlotte, Katherine, Kingsmere, Nieuwlandiana, Magdeburg, Prince Georges, Redfield, Redford, 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.35; 4 to 5 ft., \$1.65.
Also Aldenham, Arnold, atrosanguinea, Doigo, Gloriosa, hupehensis, Mt. Arbor, nidermalus, Scheldecker, spectabilis, Young America, 3 to 4 ft., 80c; 4 to 5 ft., \$1.00; 5 to 6 ft., \$1.25.
Eley, Hopsa, 3 to 4 ft., 60c; 4 to 5 ft., 80c; 5 to 6 ft., \$1.00; Eley, 3-yr., 5 to 6 ft., \$1.50; 6 ft. and up, \$1.75.
Whips 25% less. Prices are 10 rate. Packing at cost.

Box 88 SIMPSON ORCHARD CO. Vincennes, Ind.

DOGWOOD

| | | |
|--|----------------|--------|
| Cornus Florida, White-flowering Dogwood. | App. Cal. | Each |
| 200 4 to 5 ft., B&B. | 1 to 1 1/2-in. | \$2.00 |
| 160 5 to 6 ft., B&B. | 1 1/2-in. | 3.00 |
| 200 6 to 7 ft., B&B. | 2 to 2 1/2-in. | 3.50 |
| 133 7 to 8 ft., B&B. | 3 to 4 in. | 7.50 |
| BETTER B&B'S ONLY. All choice specimen trees. If you need some good Dogwood, don't pass these up. | | |
| WHERRY'S NURSERY, ST. Marys, W. Va. | | |

HONEYSUCKLE

Lonicera halliana japonica
Heavy 2, 3 and 4 yrs., No. 1 field plants, 3 to 4 leads, 18 to 24 ins., carefully graded. \$4.00 per 100, \$30.00 per 1000.
Lonicera sempervirens, Scarlet-red.
Heavy 18 to 24 ins., \$10.00 per 100, \$80.00 per 1000. No orders too large; immediate shipment.

WOODLAWN NURSERY

Greenville, Ga.

SACRIFICE PRICES! Over 700 Dogwoods: Red, white, Specimen Cornus Florida Rubra and Cornus Florida, 2-in. cal. and up, 8 to 16 ft. and up. Dig your own at big savings. Beautiful specimen trees, well-budded. Keep your men profitably employed this winter. Tourist motels nearby. Write for prices. State quality desired.

JOE SABRO & SON NURSERY
365 Rowhall Road, Painesville, O.

ORIENTAL MAGNOLIAS

(Soulangiana nigra)

| | Each |
|--|--------|
| 1 1/2 to 2 ft., bare-root. | \$1.00 |
| 2 to 3 ft., bare-root. | 1.25 |
| 3 to 4 ft., bare-root. | 2.00 |
| 4 to 5 ft., bare-root. | 2.75 |
| No charge for packing bare-root plants. | |
| WELCH BROS. NURSERY, INC. | |
| Wilmer, Ala. | |

FOR IMMEDIATE SHIPMENT

| | Per 100 | Per 1000 |
|--|---------|----------|
| Acer Palmatum, grafting size, X | \$14.00 | \$125.00 |
| Cornus Florida, grafting size, X | 7.00 | 60.00 |
| No less than 100, please | | |
| DEERFIELD NURSERIES, Deerfield, N. J. | | |

DECEMBER 15, 1952

51

15,000 Stuart Pecan trees; 2-yr. Citrus trees, \$1.00 each.
60,000 standard and rare Camellia liners, 10 to 24 ins., \$20.00 per 100.
Write for free catalog.

IRVINGTON NURSERY, Irvington, Ala.

Hardy northern-grown L. O. and finished stock, B&B Colorado Blue Spruce, Shrubs, Perennials, hardy Ferns and Hedging.
THE PEQUOT NURSERIES, Brainerd, Minn.

VINES

Hall's Honeysuckle, large, extra-heavy, 2-year plants, carefully graded, \$4.00 per 100; \$30.00 per 1000. Good reduction on quantity orders. Immediate shipment.
TIDWELL NURSERIES, Greenville, Ga.

WANTED

WANTED

Live plants or seeds of the herb Impatiens pallida (Jewelweed).

Huckley Landscape Services, Inc.
P. O. Box 547, New Milford, Conn.

WANTED—20 Hemlocks. Sizes 6 to 10 ft., not sheared, for spring shipment.
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Ready for prompt delivery. Burlap sheets sewed in continuous lengths. Accurately cut burlap squares for bailing purposes. Merchandise made from selected, used burlap and burlap bags. No oily, smelly, or chemical stock. No old rag bags. All vacuum machine cleaned and holes sealed. Send for sample square and low prices.
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Freshly cut Spruce trees, 5 to 8 ft., \$10.00 per 10; \$95.00 per 100. Evergreen tip branches in 100-lb. bales. Norway Spruce, Scotch Pine, Red Pine, White Spruce or Banks Pine, \$5.00 per 100 lbs.; Balsam Fir, White Pine or Douglas Fir, \$6.00 per 100 lbs. 25-lb. bales either kind, \$1.50.
THE PEQUOT NURSERIES, Brainerd, Minn.

DECORATIVES

BLUE SPRUCE GREENS
Special Offering of High Color.
Silver-blue boughs — from grafted blue Spruce. Available in either type or boughs packed in 25-pound bales.

| | Per lb. |
|--|---------|
| 500 lbs. | \$0.08 |
| 1000 lbs. | .07 |
| Per Ton | .05 |
| Shipped via Railway Express unless otherwise notified. Cash with order, please. | |
| SHAW-BAL TIC, Nursery Dept. | |
| 9650 Carnegie Ave., Cleveland 6, O. | |

WREATHS
Balsam wreaths, 10 ins. \$5.50 per doz.
Balsam wreaths, 12 ins. 5.50 per doz.
2 sample wreaths, \$2.25 postpaid.
Larger wreaths made to your specifications. Balsam and Hemlock roping, 25c per yd. in 25-yd. coils. Cash with order.
George Rapp

NORTH STAR NURSERY
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Freshly cut tips per cwt. in bales. Red Spruce, Scotch and Banks Pine, \$5.00. Balsam and Douglas Fir, White Pine and Colorado Spruce, \$6.00. Cut Spruce trees, 5 to 8 ft., \$10.00 per 10; \$95.00 per 100.
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American Holly with berries, 45c per lb. Loblolly pine boughs, 25c per lb. Running Cedar, 75c per lb.
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Watch Your Results From
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Finest stock obtainable. Guaranteed all clear heart. Size 20x15x3 ins. inside measure, \$42.00 per 100.
1x1-in. Cypress stakes, pointed.
50 pcs. to bundle, 4 ft., \$3.50 per bdl
50 pcs. to bundle, 5 ft., \$4.50 per bdl
50 pcs. to bundle, 6 ft., \$5.50 per bdl
Ship same day. Cash with order, please.
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| MINNESOTA WHITE CEDAR FLATS | |
|-----------------------------|---------|
| No. 1, 14x20x2 1/2 | \$24.00 |
| No. 2, 14x20x3 | 27.75 |
| No. 3, 12x16x2 1/2 | 18.50 |
| No. 4, 12x16x3 | 21.75 |
| No. 5, 14x16x3 | 20.75 |
| No. 6, 14x16x2 1/2 | 24.50 |
| No. 7, 15x22x2 1/2 | 27.25 |
| No. 8, 15x22x3 | 31.50 |
| No. 9, 11 1/4x22x2 1/2 | 23.00 |
| No. 10, 11 1/4x22x3 | 26.00 |
| No. 11, 13 1/2x16 x5/8 | 30.00 |
| No. 12, 6x5x11 | 16.00 |
| No. 13, 6x5x16 | 18.50 |

All other sizes quoted on request.
5 per cent discount on orders of 1000 or more.

The above sizes are inside. Bottoms and sides are 1/2 in. and ends are 3/4 in. thick. All material surfaced on one side. All shipments by truck unless otherwise ordered.

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Made from a good grade of Southern Yellow Pine dipped in "Rot Not" wood preserver for longer life.

| Standard specifications, inside measurements. | |
|---|-----------------|
| 16 x12x2 1/2 | \$20.38 per 100 |
| 16 x14x3 | 27.06 per 100 |
| 20 x14x2 1/2 | 26.61 per 100 |
| 20 x14x3 | 31.07 per 100 |
| 22 x15x2 1/2 | 30.49 per 100 |
| 22 x15x3 | 35.35 per 100 |

All other sizes quoted on request. Prices F.O.B. Birmingham, Ala. We are manufacturers, not jobbers. Our quality guaranteed. Prompt shipment on any quantity. Mixed shipments of Flats, Plant Boxes and Spray Boards. Write for our price list on these items. Attach check to order.

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DAHLIA OR TREE LABELS

| | Priced per 1000 | plain painted |
|-------------------------------------|-----------------|---------------|
| 3 1/2 x5/8 ins., notched, not wired | \$2.50 | \$3.00 |
| 3 1/2 x5/8 ins., wired | 3.30 | 4.10 |

POT LABELS

| | | |
|------------------------------|------|------|
| 4x4 ins. (cartons 1000 each) | 2.75 | 3.30 |
| 5x5 ins. (cartons 1000 each) | 3.00 | 3.60 |
| 6x6 ins. (cartons 1000 each) | 3.30 | 4.00 |

| Priced per carton | |
|-------------------------------|-----------|
| 8x8 ins. (cartons 500 each) | 2.40 3.00 |
| 10x10 ins. (cartons 500 each) | 3.00 3.60 |

GARDEN STAKES

| Priced per carton | |
|-------------------------------|-----------|
| 8x8 ins. (cartons 250 each) | 2.00 2.50 |
| 10x10 ins. (cartons 250 each) | 2.20 2.40 |
| 12x12 ins. (cartons 100 each) | 1.40 1.60 |

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|---|--------|--------|--------|
| Pot, 1/2 by 3 1/2 ins. | 100 | 500 | 1000 |
| Pot, 1/2 by 4 ins. | \$1.50 | \$4.95 | \$9.50 |
| Orchid Spec., 1/2 by 4 1/2 ins., red, blue, green, yellow and white | 2.10 | 8.95 | 16.00 |
| Wired, 1/2 by 2 ins., white | 1.95 | 7.95 | 15.00 |
| 1/2 by 3 1/2 ins., white | 2.15 | 9.00 | 17.00 |
| 1/2 by 3 1/2 ins., blue, green, red and yellow | 2.25 | 9.45 | 18.00 |
| White Strap Label, 1/2 by 6 1/2 ins. | 2.10 | 8.95 | 16.00 |

NEW PRICE—ORIGINAL BUBBLE VASE LAPEL PINS, \$1.25 doz. 2, 3, 5-in. Orchid tubes with rubber caps, 60c per doz., \$4.10 per 100.

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STAKE FASTENERS and COTTON TWINE.
Prices and samples sent upon request.
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| 50 Pieces to Bundle. | |
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| 1x1-in.—3 ft., pointed | \$2.50 per bundle |
| 1x1-in.—4 ft., pointed | 3.50 per bundle |
| 1x1-in.—5 ft., pointed | 4.50 per bundle |
| 1x1-in.—6 ft., pointed | 5.50 per bundle |
| 1x1-in.—7 ft., pointed | 7.00 per bundle |

These stakes are made of cypress and redwood, are good, strong stakes and will give long service. "A little better than seems necessary."

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Youngstown, Ohio

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WANT ADS

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Alert, progressive man interested in sales for garden center operated by old, established business in northern New Jersey. Must be willing and cooperative; able to systematize and supervise; accustomed to good earnings. Knowledge of plants, bulbs and supplies an advantage. Capable of eventually taking charge of retail sales and mail-order department. State full particulars in first letter: age, education, previous employers, experience, previous earnings and salary expected. All replies confidential. Address Box 912, care of American Nurseryman.

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Experienced nurseryman to take complete charge of ornamental shrub and rose departments. For further information, write to THE WAYSIDE GARDENS CO., Mentor, Ohio.

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Experienced propagator of ornamental stock wants position in mid-south. Experience in greenhouse and outdoor propagation. Best of references furnished. Address: Propagator, Box 914, care of American Nurseryman.

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Going out of business. 25 acres of good selected nursery stock. Located on paved highway six miles from city. Will sell both land and stock, or stock without land.

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FOR SALE

7.88 acres, 2 dwellings, 30x100-ft. greenhouse, 13,500 ft. of lath house, good well, pump, overhead irrigation system. Suitable for small florists' or nursery business. Adjacent to Portland, \$30,000 cash. H. R. Hamilton, broker, 9715 S.W. Capitol Hwy., Portland 19, Oregon.

WANTED

INVITATIONS FOR BIDS

The Housing Authority of the City of Dallas, Texas, will receive sealed bids for site landscaping contracts of the West Dallas Housing Project, consisting of the 8 following contract areas:

- 9-11 (A) Approximately 56 acres serving as sites for 590 dwelling units,
- 9-11 (B) Approximately 54 acres serving as sites for 500 dwelling units,
- 9-11 (C) Approximately 41 acres serving as sites for 543 dwelling units,
- 9-11 (D) Approximately 24 acres serving as sites for 367 dwelling units,
- 9-11 (E) Approximately 30 acres serving as sites for 510 dwelling units,
- 9-11 (F) Approximately 28 acres serving as sites for 482 dwelling units,
- 9-11 (G) Approximately 48 acres serving as sites for 508 dwelling units,
- 9-11 (H) Approximately 75 acres serving as sites for 3 Community Building Groups and general open areas,

until 2:00 P.M. C.S.T. on January 16, 1953, at 2525 Lucas Drive, Dallas, Texas. Immediately thereafter all bids will be publicly opened and read aloud, in the office of said Housing Authority, 2525 Lucas Drive, Dallas, Tex. Comprising these projects are 8 contract areas, designated as areas A, B, C, D, E, F, G and H, each subdivided into 3, 4 or 5 parts identified by suffix numbers accordingly. The work includes ground preparation, re-establishment of finished grades in all planted and sodded areas, furnishing, planting, fertilizing, wrapping, mulching and pruning of plant material, the furnishing and planting of all lawn materials, maintenance and other related work as described in the Contract Documents and as shown on the plans and specifications.

Bidders may submit bids on one or more, or all 8 contracts.

The successful bidders will be required to furnish and pay for satisfactory performance and payment bond or bonds.

Attention is called to the fact that not less than the minimum wage rates as set forth in the General Conditions of the Contract Documents must be paid on this project. Proposed forms of Contract Documents, including drawings and specifications, will be ready for issue to bidders and will be on file for inspection at the office of the Housing Authority of the City of Dallas, at 2525 Lucas Drive, Dallas, Texas. Copies of the documents may be obtained by depositing \$100.00 with the Associated West Dallas Housing Architects, 2711 Singleton Blvd., Dallas, Texas, for each set of documents so obtained. The amount of the deposit will be refunded to each bidder who returns the set of documents in good condition within 10 days after the opening of the bids.

Plans and specifications, proposal forms or bid forms will be issued for those requests accompanied by deposits, but in no event will proposal forms or bid forms be issued later than 48 hours prior to the hour and date set for receiving proposal or bids.

The Housing Authority of the City of Dallas reserves the right to reject any one or more or all bids and to waive any informalities in bidding.

A certified check or bank draft payable to the Housing Authority of the City of Dallas, U. S. Government Bonds, or a satisfactory Bid Bond executed by the bidder and a Surety Company, in an amount equal to 5% of the bid shall be submitted with each bid.

No bid shall be withdrawn for a period of 30 days subsequent to the opening of the bids without the consent of the Housing Authority of the City of Dallas.

THE HOUSING AUTHORITY OF THE
CITY OF DALLAS

RED MITE CONTROL

The affinity of red mites for potassium was one of the discoveries made in a recent series of experiments conducted by Dr. Philip Garman, entomologist at the Connecticut agricultural experiment station, New Haven. First, in greenhouse trials, Dr. Garman tried several forms of potassium—nitrate, chloride and sulphate—on a crop of beans and observed that the mite population increased following the application of each potassium compound. He found also that when calcium nitrate was added, following potassium application, the mite population decreased again.

In laboratory trials, where a great many different kinds of fertilizers were tried on a variety of fruit, ornamental and vegetable crops potassium produced similar results. As potassium rates went up, so did the mite population in just about the same ratio. And, again, the effect could be counterbalanced by adding calcium.

Dr. Garman plans to make field experiments next year to see whether the effect will be the same in outdoor growing conditions. If mite populations increase there when potassium fertilizer is applied, it will be a large step toward the day when mites can be controlled by juggling the fertilizer formula.

Dr. Garman has also met with considerable success in controlling these pests on greenhouse roses by using systemic insecticides, materials which are watered on the soil and taken up by the plants. This method is already in regular use at several commercial greenhouses. Systemic insecticides, while partially solving the mite problem on ornamental plants, have several obvious limitations to their use on food plants. Many of the materials presently used are highly toxic to humans and, since they remain in the treated plants, cannot be used on crops which are to be eaten.

Thus, addition or reduction of certain ingredients in the fertilizer formula or changing the formula in some other way would offer an alternative method which could be applied to food crops with no possible danger.

DR. RICHARD S. DAVIDSON has joined the administrative staff of Battelle Institute, Columbus, O. According to Battelle Director Clyde Williams, Dr. Davidson, a plant pathologist, will coordinate relations between Battelle and its sponsors of agricultural and biological research.

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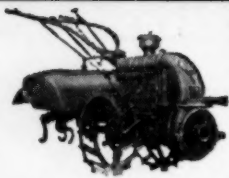
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NORTH WALES, PENNSYLVANIA
U. S. A. Distributor

HOLLY SOCIETY MEETING

[Continued from page 7]

from small to good-size plants. More hollies are to be added to the Morris collection in the immediate future.

Later in the afternoon the members formed into a long caravan and visited the greenhouse and display grounds of holly nurseryman H. Gleason Mattoon, Narberth, Pa. The ride was delightful, and the society members were impressed with the collection of hollies that Mr. Mattoon had assembled. At Narberth the group enjoyed the informality of the tour and much holly lore was freely exchanged among the members.

At 7:30 p. m. the group reassembled for a delightful buffet supper at the spacious Morris mansion. Here, again, informality and sociability prevailed, and everyone thoroughly enjoyed the food and making new friends.

During the evening Carlton Hughes, chairman of the holly committee of the Millville, N. J., board of trade, issued the society a formal invitation to hold the fall, 1953, meeting at Millville. He told the group that the Millville city commission last spring had passed an ordinance proclaiming Millville, N. J., the "Holly City of America." The city's Y.M.C.A., he stated, has a Holly room, which should be complete with impressive holly murals by next fall.

Holly Orchard Problems

Daniel Fenton, New Jersey Silica Sand Co., Millville, N. J., gave a brief but interesting account of the many problems confronting that firm in its widely known, 15-acre New Jersey holly orchard.

Field mice, he explained, were living in the mulches under the trees and were feeding on the bark of the hollies just below the soil line but above the roots. These were identified as pine mice; 20 trees were completely girdled by these rodents last winter. All of the affected trees were bridge-grafted over the girdled areas. Two of these trees appear to be dead while the remainder will be retarded about five years in growth.

The mulches were pulled away from the trees and the mice were, therefore, driven from their nests. This eliminated that trouble, Mr. Fenton declared.

Another problem is that of fall robins. About the first of November, these birds start eating the berries. Some trees are completely stripped. East Palatka, Howard, and Taber No. 3 varieties, of southern origin, appear to be the robins' preferred selections before they start to work on

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Five years in the proving on the country's finest golf courses has given PMAS top rank in the control of CRAB GRASS . . . But it is also recognized for its effectiveness on COPPER SPOT, DOLLAR SPOT, BROWN PATCH, PINK PATCH and SNOW MOLD.

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One of our New England distributors told us that a very prominent grower (name on request) with one of the country's largest glassed-in areas has been using PMAS to completely rid his walks of slimy fungus and in the same operation kill every trace of weeds under benches. Visiting the grower, here's the story we got from him:

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the local species. This is a serious problem, Mr. Fenton emphasized, because of the use of a large quantity of berried holly sprays each Christmas. At present the birds are being driven away by firing a gun at intervals throughout the orchard.

Mr. Fenton touched briefly on a new infestation of a scale insect which, he believed, was caused by the increased use of DDT for leaf miner control. A lively discussion period followed Mr. Fenton's remarks, after which the society adjourned for the evening.

Society Business Meeting

The society's president, C. R. Wolf, who is president of the New Jersey Silica Sand Co., Millville, N. J., assembled the meeting to order promptly at 10 a. m. November 14. He called attention to the many fine exhibits and to the fine old books and holly herbarium specimens placed on display by the staff of the Morris Arboretum. He introduced and gave a warm welcome to the past secretary-treasurer, Maj. Charles A. Young, Jr., of Baltimore, Md., who had just returned from military service in Korea.

Next, Mr. Wolf introduced the three "holly deans," Elizabeth White, Whitesbog, N. J.; Dr. H. Harold Hume, Gainesville, Fla., and

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A 500-acre nursery in Wisconsin declares the Adair digger to be their most valuable single piece of equipment... a highly successful tool that pays big dividends!

Write for stories of other satisfied customers.

Wilfrid Wheeler, Falmouth, Mass. These esteemed and beloved members have worked longer on holly than anyone else in America. Note, Mr. Wolf pointed out, how many people seek them out for holly lore.

In the unavoidable absence of the arboretum director, Dr. Hui-Lin Li extended greetings to the society. Following this, the society's secretary reported a decrease in membership for which he was most grateful. The treasurer reported one thousand dollars in the treasury. His reports, along with the auditor's statement, were quickly approved.

Bulletin Issued

Holly Society Bulletin No. 5, dated November 13-14, 1952, was then distributed. This bulletin includes information on the evergreen hollies for the south and a short account of the behavior of root cuttings of *Ilex cornuta burfordi*. A distinctive feature of Bulletin 5 is the four excellent photographs showing comparisons among different leaf patterns of American holly. Three 1-page photographs illustrate the major differences among the leaf outlines of 22 species and varieties of holly. These photographs plus simple descriptions will prove helpful to the beginner in identifying hollies. Four photographs show rooted cuttings and asexually propagated plants of Burford holly previously frozen to the ground. The foregoing was written by F. C. Galle, formerly of the University of Tennessee, now of the horticulture department, Ohio State University, Columbus, O.

The latter part of the society's latest bulletin is devoted to "Hollies and Their Uses," by Henry Hohman, Kingsville Nurseries, Kingsville, Md. This section of the bulletin consists of excerpts of the pertinent features of Mr. Hohman's talk on holly before the society, at Goucher College, Towson, Md., in April, 1952. Here,

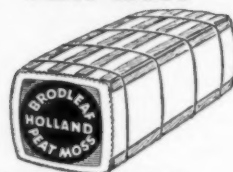
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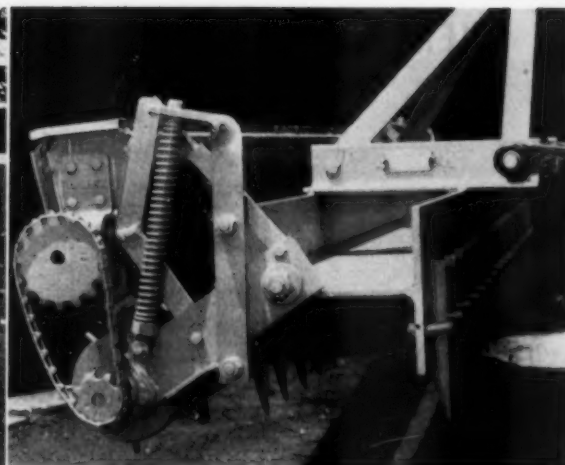
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Mr. Hohman traces the history of the early introductions of holly into the United States. He discusses the various methods of propagating holly and briefly outlines the usefulness of the various selections of the crenata type for landscaping purposes.

One page of the bulletin is devoted to the names and addresses of the society officers and the members of the various society committees. Another page lists the names and addresses of holly nurserymen who are sustaining members of the society.

(Secretary's Note. Two typographical errors appear in Bulletin 5. These should be checked and corrected immediately if your copy has not previously been altered. On page 3 the word *polygamous* should be deleted and the word *parthenocarpic* substituted. On page 18, two parts sand should be changed to three parts sand.)

Holly Arboretums

President Wolf introduced Prof. Robert B. Clark, Rutgers University, New Brunswick, N. J., as the new chairman of the arboretum committee. Both expressed regret that Wilfrid Wheeler was no longer able to carry on as chairman of this important committee.

Professor Clark felt that the responsibility of the arboretum commit-

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High . . . 9 ins.
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tee is twofold: Propagation and propaganda. One concerns the plant itself while the other deals with information about it. The society is concerned with two classes of arboretums: First, those in general which might be encouraged to grow whatever holly they can secure through their own efforts and, second, those arboretums designated by the society as cooperating institutions to which plants shall be made available for testing and selection and from which reports may be expected. Five such arboretums of the latter type were so designated at Baltimore in April, 1948. These are as follows: The New Jersey agricultural experiment station, New Brunswick, N. J.; Lowell Woods, Mashpee, Mass.; Scott Horticultural Foundation, Swarthmore, Pa.; Morris Arboretum, Philadelphia, Pa., and the National Arboretum, Washington, D. C.

Reports have been received about the establishment—projected or actual—of holly collections in Ohio, Maryland, North Carolina and Missouri. Several horticultural and gardening magazines with national circulation are featuring articles on holly in their December issues. News of this sort is a splendid tribute to this worthy plant, said Professor Clark, and also to the energy and devotion over the years of holly enthusiasts of the caliber of Wilfrid Wheeler. The group found the news most encouraging.

Insect Damage Studied

The chairman of the insect committee, Dr. Clyde C. Hamilton, Rutgers University, New Brunswick, N. J., discussed the control of old and new pests on the hollies. His talk was superbly illustrated with colored slides. By alternately showing good-

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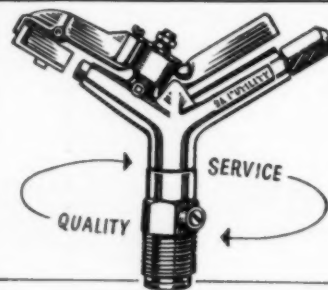
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colored healthy hollies as contrasted with those showing symptoms of insect pests he ably demonstrated the need for complete insect control measures. One of the unique features of Dr. Hamilton's slides was the enlargements showing in magnified fashion various holly pests and the damage they do.

Tests continue on various insecticides at the Wolf holly orchard. Most of them are producing good results, although some results are not satisfactory. He reported that spraying trees on two sides with a mist blower provided good coverage.

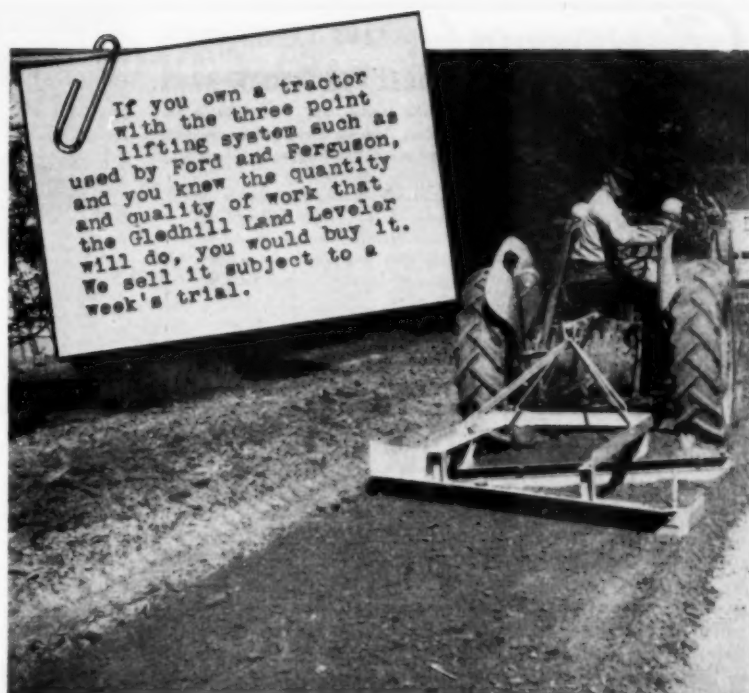
After showing pictures of the feeding punctures of the holly leaf miner, the serpentine feeding galleries of the American miner as contrasted to the blotch-type galleries of the European miner, Dr. Hamilton explained that the eggs are laid on the new leaves. After the adults emerge one has about 10 days in which to spray before the females lay their eggs. Dr. Hamilton still recommends DDT at the time of emergence, even though this insecticide tends to kill the miner's predators. Lindane is good (but not so lasting as DDT) because it will kill young miners in their galleries. If you fail with DDT use Lindane, the speaker said.

Further slides showed the matting together of holly leaves and berries by the holly bud web moth. This insect has not yet been found in cultivated orchards. Dr. Hamilton advised DDT as a control for this pest. Pictures also were shown of the holly pit-making scale, the soft brown scale, the holly white fly and leaf scale insects. The holly midge, Dr. Hamilton related, is about the size of a mosquito. It feeds in the berries and discolors them.

Wind injury is indicated by small, brownish discolored spots surrounding small punctures. These are caused by the spines of the older leaves puncturing the young leaves while being whipped about in heavy winds. This injury is not so common when trees are in sheltered locations. Often secondary diseases may accompany wind injury. These defects are similar to physiological defects, but are not accompanied by spine punctures.

Holly Twig Disease

G. F. Gravatt, senior pathologist, United States Department of Agriculture, bureau of plant industry, announced that little work is being done on the diseases of holly. Dr. R. P. True, University of West Virginia, Morgantown, W. Va., had been studying holly leaf spot, but was called off this research project to



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study oak wilt. Some work is being done in Alabama on leaf spot of *Ilex cornuta*, and some work in New York and New Jersey on leaf discolorations of American holly. Mr. Gravatt had to end his own holly disease studies to work on the newly discovered sweet gum wilt in Maryland. The society should do everything possible to encourage the state pathologists of individual states to carry on holly disease research, the speaker urged.

Mr. Gravatt expressed considerable concern over the twig disease discovered on the English hollies in Washington and Oregon. This is serious in the light of the large quantities of holly shipped eastward at Christmas and because of the increasing numbers of small English holly plants sold throughout the United States by west coast nurserymen. Members of the society should be on the alert for holly twigs dying in an unusual fashion, the speaker declared. If this should occur, suspected specimens should be sent to the state pathologist for identification.

In the discussion that followed, Dr. George S. Avery, Jr., director of the Brooklyn Botanic Garden, Brooklyn, N. Y., reported on current studies on physiological defects of holly leaves. The purplish to black-colored areas on holly leaves, appearing in the fall, may be merely a normal autumn change of color, he said, but it could also be a faulty characteristic of an individual tree. Elizabeth White, holly nurserywoman, confirmed Dr. Avery's belief and stated that she has been selecting trees against this unwanted characteristic of the leaves.

Membership Report

T. H. B. Boothe, Glen Ridge, N. J., reported that the work of the society's membership committee may be likened to that of a salesman of a specialized product. The society's problem is to find persons interested in holly and to generate interest in



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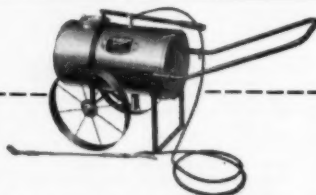
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holly. The excellent meetings, the proceedings, the news-letter and the bulletins do much to encourage the exchange of ideas and experiences among members.

As a means of bringing in new members, the membership committee is considering the distribution of a small booklet on the subject of holly. The new holly society seals, designed by member Forrest C. Crooks, Doylestown, Pa., are proving to be a success and should be of value to member nurserymen.

After much urging, Dr. H. Harold Hume, dean emeritus, college of agriculture, University of Florida, Gainesville, Fla., consented to give a brief account of his forthcoming book on holly. He explained that this book has been nearly 50 years in preparation. The manuscript is finished and in the hands of the printers. Publication is set for February 24, 1953.

Seed Study Urged

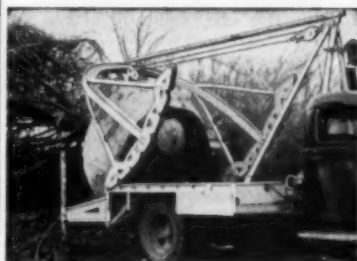
Dr. Hume discussed propagation. More study is needed on seeds, he said. Seeds from southern hollies largely germinate in one year, whereas seeds from northern sources need more time for the harder seed coats to disintegrate.

He cited the values of grafting and advised a study of the compatibility of scion to stock. He also recommended the investigation of hollies other than the American, *opaca*. There are about 40 holly species growing now in the United States, he said, divided about equally between natives and exotics. He termed the hollies a new and large group of plants, horticulturally speaking, and said that Americans know little about the adaptability and usefulness of species from other countries.

Forrest C. Crooks, artist, of Doylestown, Pa., brought the society up to date on the progress being made on the eight, 5x9-foot holly murals for the Holly room at the Millville, N. J., Y.M.C.A. These trace the history of holly from over a hundred million years ago to the present day. Mr. Crooks exhibited a 2x4-foot colored picture to show how each mural will appear in its larger form. The scene selected depicted a Roman wedding party of ancient days. After the wedding ceremony came the congratulations of the guests, and a slave presented a holly wreath to the newly wedded couple. This was the favored token of congratulation, Mr. Crooks stated.

This ended the morning session. The Morris Arboretum was host for a delightful buffet luncheon, which

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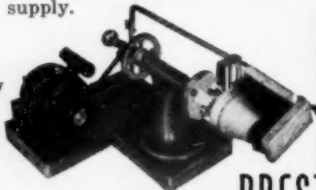
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was enjoyed by all. During this period the staff of the arboretum judged the various classes of holly entered in the society's show. The New Jersey Silica Sand Co. award for the best Chinese female holly was awarded to nurseryman Stewart McLean, Towson, Md.; the John and William Bartram memorial award for the best English female likewise went to Mr. McLean; the David O. Wolf memorial award for the best American female was presented to Daniel Fenton, Millville, N. J., while the Ernest E. Dengler memorial award was given to C. R. Wolf, Millville, N. J.

Dispelling Misbeliefs

H. Gleason Mattoon, who returned to the podium for a discussion of English holly in the eastern United States, stated that in the past two years our knowledge of English holly has been increased and some misbeliefs have been dispelled. Superficial knowledge of English holly has caused most of the failures with it in the area from Massachusetts to South Carolina and west to Illinois. Sellers of English holly plants have been selling the same strain or variety for use in New England, Indiana, Virginia and Louisiana. Naturally, there have been failures; not, however, because English holly will not do well in that entire area, but because the wrong kind or kinds were tried.

There are vast areas in Europe and Asia to which *Ilex aquifolium* is native, Mr. Mattoon said. There, in some areas, temperatures of 30 to 35 degrees below zero Fahrenheit are an annual occurrence. This species also grows on the island of Corsica, in the Mediterranean, where the thermometer seldom drops to 32 degrees above zero. It would not be smart to plant the Balkan type of English holly in Georgia, nor the Corsican strain in New Hampshire. Yet, that is typical of what has un-

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wittingly been done, he admonished.

The varieties, strains or clones of *Ilex aquifolium* are many. Dallimore reported that over 600 had been named. Undoubtedly there are duplications. Environmental factors affect the size, color and sometimes even the shape of the leaves of some strains. In addition to bud mutation, new variations appear also as seedlings. Increased interest in English holly will alert more eyes to discover worth-while variations, the speaker declared, and it may be expected that there will be an increasing number of named types and increasing confusion in nomenclature. Distinctive clones can be described, Mr. Mattoon stated, so holly buyers will know what to expect, but when a clone is given two or three names, confusion multiplies. If any sort of order is to be brought out of the trend toward confusion, the Holly Society of America would seem to be the logical organization to attempt it, Mr. Mattoon concluded.

Holly Breeding

Dr. Henry T. Skinner, formerly of the Morris Arboretum and now director of the National Arboretum, Washington, D. C., discussed the successes and failures of a modest breeding program initiated at the Morris Arboretum in the spring of 1949 by Dr. Jonathan Wright. While only 33 crosses were made, results have been such to lend encouragement to the belief that the possibilities in this phase of holly culture are there for anyone who wants to seek them.

Dr. Skinner reviewed the paper of Dr. Wright on holly hybridization, presented at a previous society meeting, and stated that the potential merits of hybrid seedlings between *opaca* and *aquifolium* have been kept constantly in mind. In the tests at Morris Arboretum small potted plants were used exclusively. In the greenhouse they flower early in the season, when flying insects seem almost totally absent and dangers of accidental cross-pollination are at a minimum. If the pollen-bearing male plants are segregated from the females, there seems to be no tendency toward berry set.

As soon as stigmas of the female parent seem sticky and receptive pollination is accomplished by touching them with the pollen-shedding anthers of the male flower held in a pair of forceps. An individual plant is usually reserved for a single cross, and all open flowers are pollinated at a given time. The unopened buds may be removed or may be left to open for three or four successive pol-

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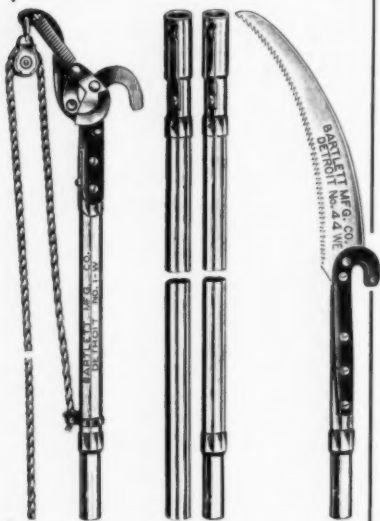
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linations, using the same male, Dr. Skinner related. The cross is numbered and recorded and resultant fruits, if any, are gathered when ripe in late fall. The seeds are cleaned by macerating in water and are subjected to a cutting test. If filled and apparently viable seeds are found they are sown in pots and held in a cool greenhouse for one or two years for germination.

If failures result in attempted crosses they might be caused either by chemical or by mechanical difficulties involving either pollen germination or penetration of the stigma by the pollen tube. Here it is worth while to try, Dr. Skinner observed, the trick used by some hybridizers—that is, cutting horizontally through the stigma with a razor blade and pollinating on the cut surface so exposed. Using this method with *Ilex opaca* pollen, good seeds were secured for the first time on *I. aquifolium*.

Of 33 crosses attempted, 16 have been successful, while 17 have not been so. Because of an unfortunate accident to one of the best seed crops, the experimenters were not able to tell whether several lots of apparently good seeds were capable of germinating, Dr. Skinner declared. The seeds were thought worthless at the end of 20 months by someone who had not caught on to the ways of holly and the pots were discarded, when actually a few more months would have told the story, Dr. Skinner sadly related.

A check of results so far, Dr. Skinner ventured, reveals seven successful crosses between *opaca* and various *aquifoliums*, three between *opaca* and *aquipernyi* and others, among them *pernyi* and *cornuta*.

As a productive hobby, no less than as a fascinating adventure into the unexpected, the speaker recommended holly breeding to every grower who has a few minutes in spring to spare.

The Orient Speaks

Dr. Shiu-ying Hu, Arnold Arboretum, Harvard University, Jamaica Plain, Mass., author of the monograph, "The Genus *Ilex* in China," presented a beautifully illustrated talk, entitled "An Oriental Holly Lover's Vision of the Future of Holly Culture in the United States."

The meeting adjourned with the announcement that the society will hold a special 1-day meeting at Chapel Hill, N. C., during the month of January. The spring, 1953, meeting is to be held in the Washington, D. C., area.

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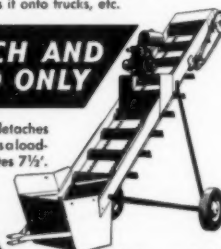


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